



Lani Liu, PCC

Co-Founder, LIM China

Lani Liu is Co-Founder of LIM China, an ICF Professional Certified Coach (PCC), and a Shared Leadership Coach with Leadership in Motion (LIM). She brings more than 20 years of business and leadership experience across multinational and entrepreneurial organizations, with particular depth in sales, service, retail, customer experience, and organizational leadership.

Before transitioning into executive coaching, Lani spent 18 years with **Apple and Auchan**, building extensive experience in customer-centric organizations, retail operations, people leadership, and business growth. She later held senior leadership responsibility in the automotive industry, leading nationwide sales and service operations for **ROX Motor**. Her experience across multinational corporations and fast-growing Chinese businesses gives her first-hand understanding of leading people and organizations through growth, transformation, and uncertainty.

As an executive and team coach, Lani works with business owners, senior executives, leadership teams, and high-potential leaders. She helps leaders deepen self-awareness, strengthen collaboration and trust, develop greater ownership within teams, and translate leadership learning into meaningful changes in everyday behavior and business practice.

Lani is a Global EMBA graduate of **China Europe International Business School (CEIBS)**. Her coaching combines business pragmatism with a strong focus on people, relationships, and organizational dynamics. She is particularly passionate about helping leaders and teams unlock their potential through Shared Leadership and creating environments in which more people are willing and able to take ownership, contribute, and lead.

Lani works in both Chinese and English.

Areas of capability and interest include:

- Executive & Leadership Coaching
- Leadership Team Coaching & Development
- Shared Leadership & Culture Development
- High-Performing Team Development
- Sales, Service & Customer Experience Leadership
- Organizational Transformation & Change
- Leadership Development Program Design & Facilitation
- Founder, Senior Executive & High-Potential Development

Contact Lani at Lani.Liu@growecc.com