



Mark Xu, PCC

Co-Founder & CEO, LIM China

Mark Xu is Co-Founder & CEO of LIM China, an ICF Professional Certified Coach (PCC), and a Shared Leadership Coach with Leadership in Motion (LIM). He is dedicated to advancing Shared Leadership in China and helping leaders, teams, and organizations build the capabilities needed to thrive in an increasingly complex and fast-changing environment.

Mark brings more than 20 years of senior executive and management experience in global financial institutions, combined with executive coaching, team coaching, and management consulting. He works primarily with founders, CEOs, senior executives, successors, and leadership teams, helping them strengthen leadership effectiveness, build high-performing teams, align strategy and organization, and translate leadership development into sustainable organizational and business performance.

Before transitioning into executive coaching and consulting, Mark held senior leadership roles with **Standard Chartered Bank, Goldman Sachs, and CITIC International**. His responsibilities spanned treasury, investment management, asset and liability management, and corporate governance. He served in roles including Managing Director, China CIO and Treasurer, and was a member of global and China management, investment, and ALCO committees. His experience as both a senior executive and coach gives him a practical understanding of the complexity, ambiguity, and performance pressures faced by senior leaders and their teams.

Mark is a Global EMBA graduate of **China Europe International Business School (CEIBS)** and holds a BA in Economics from **Renmin University of China**. He also serves as an Executive Coach and Program Mentor at CEIBS, supporting executives and emerging leaders in their leadership development.

Mark is passionate about **Shared Leadership and organizational capability building**. He believes that sustainable transformation happens when leadership is shared, teams learn through real work, and individual growth is connected with organizational and business performance.

Mark works in both Chinese and English.

Areas of capability and interest include:

- Executive & Leadership Coaching
- Leadership Team Coaching & Development
- Shared Leadership & Culture Development
- Organizational Transformation & Capability Building
- Strategy & Organizational Alignment
- High-Performing Team Development
- Founder, CEO & Successor Development
- Leadership Development Program Design & Facilitation

Contact Mark at Mark.Xu@growecc.com