

# Ai Sakura

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## About Me

- Ai is a PCC (ICF) Coach and certified APTD (ATD) professional, further trained in Motivational Interviewing techniques and Cognitive Behavioral Therapy. She walks the talk and embodies a true coaching spirit. She is a community organizer and serves as a Board Director in the ICF coaching community and talent development network in Silicon Valley.
- Ai grew up in a bilingual family. Since young, she has lived in China (2 yr.), Japan (17 yr.), US (6 yr.), Canada (4 yr.), and Denmark. She speaks fluent English and Japanese and is learning Mandarin (HSK 4 holder)
- Ai excels in making people open up and feel safe in her presence. She cares about people. She has strong execution in projects, thrives in innovative environments, and has strong intuition in making the right decisions.

## Experience

**Founder** | 8/2022 ~ Present

**BUILDUP COACHING** – Sunnyvale, CA

- Completed over 300 hours of Personal Coaching in areas of Positive Psychology, well-being, compassion, personal goals, gratitude, purpose, mindfulness, positive mindset, and strengths-finding.
- Conducted over 200 hours of Executive Coaching, covering topics of imposter syndrome, leadership, communication, career, and work-life balance.
- Offered specialty coaching for neurodiverse executives in areas of productivity, self-acceptance, and relationships (ASD and ADHD).
- Built company website ([buildupcoach.com](http://buildupcoach.com)), established coaching contracts, service pricing, content creation (YouTube, Podcast, LinkedIn, Instagram, blogs), and marketing.

**Membership Director, Board Member** | 1/2023 ~ 12/2023

**ICF SAN FRANCISCO** – San Francisco, CA

ICF stands as the global benchmark for coaching excellence

- Established and led a dedicated Committee team across the South Bay and East Bay regions.
- Successfully orchestrated 10+ hybrid (in-person and virtual) events, fostering a vibrant and collaborative community atmosphere.
- Oversaw surveys and member retention and engagement for 1200+ members.
- Championed the onboarding of 20+ new Coaches, ensuring a seamless integration into the chapter.
- Strategized and executed impactful Board Retreats while recruiting and onboarding 3+ new Board Members.
- Upheld ICF's values and standards of professionalism, ethics, and integrity, serving as a role model for other members and promoting the organization's reputation and credibility.

**Corporate Partnerships Manager** | 7/2020 ~ 8/2022

**PLUG AND PLAY TECH CENTER** – Sunnyvale, CA

One of the world's largest startup accelerators & VC, fueling 2,000+ startups through its accelerator programs and seeing over 30 unicorns emerge

- Played a pivotal role as a founding member (second member) of the Smart Cities Japan accelerator program, successfully launching a new office location in Osaka and steering the Smart Cities accelerator program to fruition.
- Managed and nurtured over 60 corporate partnership accounts as prospects for the Smart Cities Japan and Enterprise Tech 2.0 US startup accelerator program.
- Exceeded annual sales targets, achieving a milestone of US\$1,350,000 in two years through adept cold outreach, strategic networking, and relationship cultivation.
- Conducted comprehensive analysis of over 100 companies, performing needs analysis and crafting tailored pitch decks and proposals from scratch. Presented these proposals in engaging in-person or virtual meetings with over 60 C-level corporate venture capital executives.

**Business Development, Global** | 7/2018 ~ 7/2020

**FOCUS INC** – Kyoto, Japan Part-time

- Led visits to suppliers in Italy, personally visiting supplier factories and quality control laboratories to ensure top-quality sourced products. These visits resulted in the establishment of over three large supplier relationships in Italy.

- Coordinated the CEO's participation in the Shanghai China Food Expo event. Managed intricate logistics, effectively communicating the company's message, and driving a notable increase in brand visibility.
- Leveraged the well-crafted presentation decks to facilitate meaningful discussions, fostering strong relationships and advancing the company's objectives in the Chinese market.

## Education

- **Shanghai Jiao Tong University - Shanghai, China** | **MSBA** Masters of International Business, Bai Xian Institute: AFLSP Scholar, 7/2020
- **Copenhagen Business School - Copenhagen, Denmark** | **Visiting Student** Exchange Program: Masters in Entrepreneurship, Project Management & Innovation, 1/2017
- **Simon Fraser University - British Columbia, Canada** | **BBA** Corporate Finance, 7/2017

## Certifications

- Professional Certified Coach (PCC), International Coaching Federation (ICF)
- Associate Professional for Talent Development (APTD), ATD
- Advanced Certified Personal & Executive Coach (ACPEC), College Executive Coaching
- Positive Psychology Health and Wellness Coaching Certification, College Executive Coaching
- Motivational Interviewing Certification, The Association for Psychological Therapies (APT)
- Cognitive Behavioral Therapy (CBT) Certifications, The Beck Institute
- Compassion Certification, Stanford University
- Coaching Foundations Certification, BetterUp

## Additional Experience

- Work Experience
  - Instructor of ACT (GAC curriculum) Education, Shanghai China, 6/2019 ~ 1/2020
  - Licensed Realtor, E3 Realty, Santa Clara County, CA 8/2022 ~ Present
  - Licensed Realtor, Coldwell Banker Bain, Kirkland WA, 8/2017 ~ 8/2018
  - Internship, Platinum Financial Services, Shanghai China, 7/2016 ~ 9/2016
- Volunteer Experience
  - Association for Talent Development (ATD) LA Chapter, Task Force Committee
  - Bay Area Executive Development Network (BAEDN), Board Member, Membership & Engagement Director
  - Female Leadership Coach in 6-month Career Accelerator Program, WEST Diversity & Inclusion, Women in Tech
  - Career Coach for the University of California, Berkeley Staff NOW conference
- Languages
  - Bilingual in Japanese and English
  - Chinese, HSK 4 level