

netWORKS



Cecilia Lui

Founder & Director, ILIA Connect

Communication & Cross-Cultural Specialist |
Consultant | Trainer | Coach | Career &
Entrepreneurial Advisor | Mentor

- **Home:** Hong Kong and Canada
- **Education:** Masters of Arts (Communications),
California State University
- **Other Work Experience:** Corporate
Administration, Business Development, Learning &
Development, Freelance Writing, Public Speaking,
International Conference Presenter, Event Creator,
Mentoring Program Co-founder, Podcast Guest

"What are you willing to do to reach your ambitions? Build a skill, develop an attribute, replace a habit? Have a plan and be willing to stretch yourself to make things happen."

MENTOR'S BIO

A native of Hong Kong with a Canadian upbringing, Cecilia has spent the past 19 years in the Asia Pacific with the desire to pass on her skills and experiences from the west through the pursuit of a second career in Communications. The time spent in Asia led Cecilia to a deepened understanding of her own culture. Such cross-cultural understanding has become an important part of her self-knowledge and the lens she applies to all disciplines of her work.

Cecilia brings extensive mentoring experience as a mentor, program founder and consultant. She is passionate about supporting young professionals and students, helping them to find their paths forward. Cecilia's mentoring journey started with the Alberta Mentor Foundation for Youth and continues overseas where she has served mentoring programs at universities, chambers of commerce, start-ups, women's groups and more recently joined the leadership team and became a mentor of the LGBT mentoring program connecting university students and professionals. In 2003, Cecilia co-founded a mentoring program for a global business women's network in Hong Kong. Under her 5-year leadership, the program won two international awards for empowerment work.

Cecilia holds an MA in Communications from California State University, is a Certified Practitioner of Lumina Learning Psychometrics for self-team-leadership development and has credentials for Coaching, Neuro-Linguistic Programming (NLP), and Career & Business Planning.