



Douglas Choo, L.L.B, M.B.A.

Overview of Coaching

Douglas works with executives and their teams to help them step into a higher level of performance. He believes that leadership and self-betterment are skills that can be learned and honed; what matters most is always bringing our best selves to the fore and creating an environment to get the best out of ourselves and those around us. Douglas has over 25 years of experience in advisory and consulting roles to senior executives on leadership, strategy, organizational transformation, mergers and acquisitions, and divestitures across a range of industry sectors. He was also a practicing litigation attorney.

Background and Experience

Douglas’s coaching approach is rooted in neuroscience, cognitive psychology, and corporate strategy. He advocates that explicitly understanding one’s authentic self and basing personal values on a higher purpose and being driven by that authentic self in everything we do is a surer way to drive even higher performance with little or no depletion. Prior to becoming a coach, Douglas was the head of strategy of Group Insurance, a \$20 billion business at MetLife. Prior to MetLife, he was an associate partner in strategy consulting at McKinsey in New York. Before that, Douglas was a part of the Deloitte Consulting’s M&A practice where he developed playbooks to guide organizational change pre- and post-merger or divestitures. Douglas was an attorney with Herbert Smith (London and Hong Kong) and Drew & Napier (Singapore) and admitted to the NY Bar. His area of legal practice was conflicts of law and commercial litigation and arbitration.

Sample Businesses, Engagements

- Financial Services
- Professional Services
- Legal & Judiciary
- Life Sciences

Areas of Specialization

- Self-awareness & Recognition
- Performance Improvement
- Diversity
- Business Strategy

Education & Training

- M.B.A., Fordham University
- L.L.B., National University of Singapore

Qualifications

- Executive & Organizational Coach, Columbia University
- Executive Coach Panel, American Association of Corporate Counsel