

Biography: Yuri Moriokawa



Yuri has been an active player in professional coaching field since 2004. She has coached more than 300 global leaders from various backgrounds, such as corporate executives, business owners, NGO leaders, independent professionals, and dream seekers of their own.

Her coaching integrates assessments, interviews, knowledge of cross cultural management, deep listening and strong support for the behavioral change, which have empowered executives to cross their edges of challenging assignments and purposes.

Yuri designs and facilitates training programs and workshops which awaken the potentials within, and empower authentic leadership and aligned relationship both individually and as teams. She brings her extensive business experience and a genuine presence, that enables her to create alive and enlightening space for clients to transform themselves to the next level.

Prior to her career in coaching, Yuri worked as a management consultant specializing in organizational and leadership development for 13 years. After completing her coaching certification at the Coaches Training Institute, she became a trainer for CTI and developed more than 2,500 coaches in Japan.

She then launched the Organizational and Relationship Systems Coaching (ORSC) Program in Japan, and founded CRR Japan in 2009. Currently she is a global faculty member of CRR Global, developing professional organizational coaches around the world such as in Japan, China, Singapore, South Africa, Austraria, and has trained more than 1,500 coaches.

She is also the affiliated coach of International Management Development (IMD) in Switzerland.

Her executive coaching experience includes:

- Presidents (pharmaceutical industry, luxury brands, consulting firms, financial services, IT industry)
- Senior Directors (manufacturing, pharmaceutical company, apparel brand, consumer goods retailer)
- Directors (IT industry, manufacturing company, luxury brand business, chemical industry)

Team coaching experience includes:

- Executive Management Team (pharmaceutical industry, luxury brands, financial industry, energy industry)
- Teams of Directors (chemical industry, pharmaceutical industry, apparel brands, financial industry)
- Business Teams (pharmaceutical industry, manufacturing, chemical industry, consulting firms)

Education and Professional Achievements:

She holds a Masters Degree in Asian Pacific Studies from the University of California, Santa Barbara, USA, and a Bachelor Degree in International Relations from International Christian University, Japan.

She speaks Japanese and English and lives in a community just outside of Tokyo.

Yuri was certified as a Professional Co-Active Coach (CPCC) in 2004, Organizational and Relationship Coach (ORSCC) in 2008 and Professional Certified Coach (PCC) of International Coaching Federation in 2009.

She is also passionate about bringing her professional experience to the bigger social context, and works extensively with NGOs in Social Sectors such as Kamonohashi Project supporting survivor leaders of human trafficking issues in India and Asia Rural Institute educating organic farming and servant leadership for rural leaders in Asia and Africa.