

# INTRODUCING OUR GUESTS

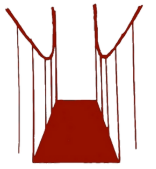
LEADERS OF THE CHINA  
CONSCIOUSNESS SECTOR VISIT  
THE USA TO CO-BUILD  
THE GLOBAL MOVEMENT

AUG 18-25TH, 2018 | CA, USA



EAST WEST BRIDGE

CONNECTING US-CHINA CONSCIOUSNESS



## Shawn Huang

### FOUNDER & CEO OF YIXINLI

Founded in 2011, Yi Xin Li is now the largest online psychology platform in China. It provides professional and practical psychology content, assessments, courses, community forums, and online counseling matching services.

Yi Xin Li has **19 million users on its website** and **3.2 million users on WeChat**.



Shawn collaborated with Mina to create this trip because of a shared goal to 1) build a more collaborative community amongst the consciousness sector leaders in China & to 2) expand their perspective of what is possible for China's psychology and wellbeing market over the next 5 to 10 years. He hopes to help mainstream the sector in China.



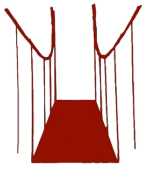
## Team Huang

### FOUNDER OF WISDOM BANK

Mr. Huang is a world-renowned NLP expertise and has been engaged in psychological education for 21 years.

He co-founded 5 leading psychological companies in China, including Wisdom Bank, Yixinli ([www.xinli001.com](http://www.xinli001.com)), Dacheng Psychology School, Wise Life and Xinzhai (House of Hearts).

His portfolio companies influence more than **20 million users** in China.



## Zhilin Chen

### HEALTH CARE INVESTOR & CLINIC OWNER

Mr. Chen has been an investor in the Healthcare industry for over 15 years.

He owns 4 psychologist and psychiatrist clinics, among which the biggest one located in Shenzhen has ~3,000 customers every month. His centers treat a total of **4,000 patients every month**. Mr. Chen's strong interest in psychology inspires him to be an active investor in businesses that help improve mental health.



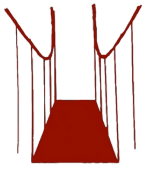
## Starry Chen

### SECRETARY OF COMMITTEE OF PSYCHOLOGY POPULARIZATION

Starry is in charge of the Committee of Psychology Popularization, Chinese Psychological Society.

The Committee was established in 1979 with the mission of "utilizing psychology to serve the country, the society, and the public."

It focuses on the promotion of psychological theory, knowledge and applied technology. The committee now covers 22 provinces and its 50 core committee members include first-tier experts and leaders from China's top universities, research institutes, government departments, and businesses.



## Lucas Lu

### CEO OF ZHANG DEFEN PLATFORM

Lucas manages Zhang Defen Platform, one of China's largest online personal and spiritual growth platforms.

Zhang Defen Space was voted "2017 China's Top 50 New Media Wechat Channels" by WeMedia. It has **2.6 million+ Wechat followers**, generates **200 million+ content views per year** and produced more than **490 articles with 100K+ reads in 2017 alone**.

Previously, he founded Circle of Mind as well as SRI -- Self-Reconstruction Integrated Curriculum System. He is also an NLP Mentor at American NLP University. Mr. Lu holds a BS from Beijing University of Posts and Telecommunications and a Masters of Engineering and MBA from Zhejiang University.



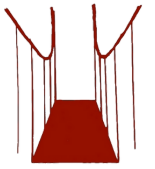
## Super Pan

### FOUNDER OF XINGZHI ONLINE

Super is the founder of Xingzhi Online, one of the leading online female growth platforms in China.

It has a member subscription model composed of consulting services, online courses and training services.

It has **3 million users** today. In addition to users, content produced by Xingzhi Online have attracted **tens of millions of reads** on mainstream new media platforms.



## David Liu

**FOUNDER OF RADICAL EVOLVING ,  
FOUNDER OF JUNQI EDUCATION,  
PARTER OF ANKEN MEDICAL**

David not only founded Radical Evolving and Junqi Education, but is also a strategic psychotherapist and a deputy chief physician of the Psychiatry Department of Anken Medical Group. As a world-renowned sleep decompression Specialist, David is also a visiting scholar of Florence Department of Health and the director of the Beijing Yining Sleep Center.



**Radical Evolving** is one of the earliest healing-oriented professional psychology service providers in China. It has set up **20 online personal growth training camps** with an international influence. Since 2012, Radical Evolving has hosted **100+ online and offline sharing events engaging millions of participations and has trained nearly 1,000 professionals**. The health centers established for adolescents and corporate clients have served more than 20 top schools and businesses.

**Junqi Education** was established April 2018. It has taken over the management and operations of **16 training schools & kindergartens, effecting > 76,000 people**.

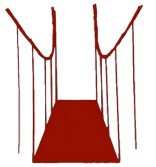


## Dora Liu

**PUBLISHER AND ENTREPRENUER**

Dora is a senior publisher with 10+ years of experience publishing psychology and spiritual growth books, magazines and content.

Dora is now starting a new company focused to provide people with deeper, more integral, systemic, and holistic personal and spiritual growth.



## Jo Jiao

### CEO OF HAILAN FAMILY WELL-BEING (HFW)

Hailan Family Well-being is a peer education company focused on empowering and training people to become coaches for themselves, their families and their communities.

Since 2011, it has hosted 100 workshops for more than **10,000+ participants**. It has **900,000+ online subscribers**, **2,3000+ people in their online Practice Community**, **45,000+ subscribers of the video program** and **7000+ participants in guided online programs**. They have also trained 700 long-term practitioners (> 2 years).



Hailan Family Well-being is strategically partnered with the Center for Mindful-Self Compassion and the Center of Self-Leadership in the United States and has a friendly relationship with Sounds True.

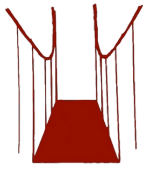


## Mina Yu

### FOUNDING PARTNER OF FANG FUND

Mina is also the chairman of HONGKEE International Trade, director of GBICC-Global Business, and board member of Huayi Brothers Sports Culture. Mina invests in Big data, Consumption Upgrades and Education, with portfolio firms such as Scry.info, Longcredit, Everstring, TVM, Royole, and Tigermed.

Mina has also been a mentor and judge of the “China Innovation and Entrepreneurship Competition” since 2012. She represents a new type of investor who insists on mindfulness and ecologically sustainability. Mina holds an EMBA from Tsinghua University, and an MSc and a BSc from Aston University.



## Eva Fu

### **PRODUCT MANAGER AT TENCENT, ONE OF CHINA'S TWO GIANT TECH COMPANIES**

Eva is an experienced mobile product manager for mobile systems with a deep understanding of social media, social network, e-commerce, user interface design, and online advertising. She has worked across Tencent Microblog (an equivalent of Twitter), Weidian (SNS commerce) and WeChat (1.4 billion users as of 2016). Eva brings a lot of technology and online platform expertise to the dialogue of scaling wellbeing content and stories.



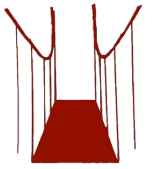
## Dr. Marian Zhang

### **CHAIRWOMAN OF THE NATIONAL MENTAL HEALTH NETWORK (NMHN), SECRETARY GENERAL OF THE MENTAL HEALTH INFORMATION AND BIG DATA COMMITTEE**

The NMHN uses a diversified approach to develop China's mental health industry: charitable fund + investment fund + industrial park. The Big Data Committee promotes the application and development of AI in psychology. Marian writes professional textbooks, presides over the Guangdong EAP training and standard setting, and oversees mental health projects for many large companies. Marian decided at the age of 12 that she wanted to do psychology work and help people flourish. On this expedition, she would like to connect more deeply with herself, her peers, and explore ways to promote human flourishing on a global scale.



The National Mental Health Network has released five major plans: 1) "Sunshine Project" plans to bring psychology to the public; 2) "Rainbow Project" plans psychological crisis interventions; 3) "Rain and Dew Project" plans to conduct training for family doctors; 4) "Angel Protection Project" will provide psychological services for women & children; 5) "Employee Care Project" will help companies support the mental health of employees



## Kate Yang

### EXECUTIVE DIRECTOR & CO-FOUNDER ACADEMY OF INNER SCIENCE CHINA

Kate Yang co-founded the Academy of Inner Science China with Ms. Zeng Liyu and Thomas Hübl - the well-known systematic thinker, spiritual teacher and collective trauma healer.

The Inner Science Institute HQ in Germany is now conducting interdisciplinary research in doctoral programs with five universities around the world. It has also incubated a non-profit called "Pocket Project," which focuses on reducing the impact of collective trauma.

Kate formerly worked as a Business Analyst in the APAC Strategy Apartment of Moody's. Kate is curious about the cutting-edge knowledge of the consciousness sector, especially on how to apply treatment to the rural left-behind children in China suffering from collective trauma. She would also like to learn more about the business model behind meditation centers. Kate holds a B.S. in Finance and Quantitative Marketing, and a M.S. in Global Political Economy, from the Chinese University of Hong Kong.



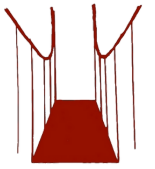
## Emmy Xie

### FOUNDER OF PUXUANDE

Established in 2016, Puxuande promotes psychology to enterprises, with classes held mainly in Hangzhou, Shanghai, and Wuhan.

Currently, it cooperates with dozens of well-known local education providers and has attracted nearly 10,000 workshop attendees. It also established two offline communities - "Female Energy Club" and "Family Energy Club."





## Wu Shi

**FOUNDER AND CEO OF XINTANSUO  
(INNER LIGHT - CHINA'S FIRST  
SPIRITUALITY AND GROWTH MAGAZINE)**

Xintansuo (Inner Light) was founded in 2008 as **China's earliest spirituality and personal growth focused online media platform**. Its mission is to build a harmonious, healthy and prosperous world by developing everyone's inner joy and love. It provides content and workshops to individuals, families, and companies. It has **2 million readers** and is recognized for its originality and independent attitudes. He hopes to grow the field in China and reach more people.



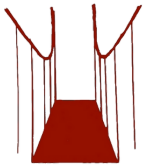
## Sunny Sang

**CHAIRMAN OF CHENGDU YOUTH  
PSYCHOLOGICAL GROWTH CENTER AND  
FUTURE HEART EDUCATION**

Chengdu Youth Psychological Growth Center provides mental health counseling and services for minors. It has three psychology sub-centers: a counseling hotline, individual growth programs, and training for professionals. The center provides supervision, training, and assessment for psychology service stations in 22 districts in Chengdu.

Sichuan Future Heart Education develops core curriculums and technologies for the Center above. The courses and activities have touched more than **300,000 young people, 300 communities, and 233 schools**.





## Hillary Garris

### CFO FOR CONSCIOUS TECH COMPANIES

Hillary Garris is a global executive interested in elevating corporate culture for people development and empowering conscious entrepreneurs and start-ups in China where she resides and abroad.

She has led several private equity-backed software and internet ventures through periods of rapid growth and transformation. Prior to working with small and medium sized enterprises, Hillary spearheaded AB InBev's equity listing on the NYSE and was a member of the company's Better World Council. She began her career researching and investing in tech companies at Oaktree Capital's Emerging Markets Fund.

Hillary is a mentor for Chinaccelerator and Vice Chair of the Entrepreneurship Committee for the American Chamber of Commerce in Shanghai. She holds an MBA from Columbia Business School.

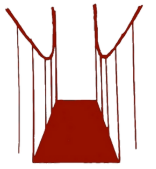


## Qiao Deng

### HEAD OF THE MENTAL ENERGY DEPARTMENT CHINA BESTSTUDY EDUCATION GROUP

Founded in 1997, China Beststudy Education Group is an educational institution dedicated to the training of primary and secondary school students.

The Mental Energy Department develops courses dealing with students' mental health issues regarding their daily lives. Prior to this leadership role, Ms. Deng was a teacher.



## Chris Wu

### FOUNDER AND CEO OF TOIS (SEXUALITY)

Chris is committed to the promotion of sexual wellness and education in China. She has hosted more than **1,000 offline workshops** on sexuality for over **10,000 women**, online radio programs, and **online courses for millions** more. Chris is also a sex toy connoisseur who created the occupation of sex toy reviewers in China. Chris has studied psychology, human sexuality, and mindfulness at CIIS in San Francisco, Peking University in China, and the Oxford Mindfulness Center.



TOIs Intimacy Boutique has been creating and leading the sales of high-quality sex toys and paraphernalia in China since 2007. It's the first brand of its kind that's gone onto broadcast TV in China. She has also created a talk show on sexuality with tens of millions of views. She hopes to bring more of psychology and sexual trauma work into the field.



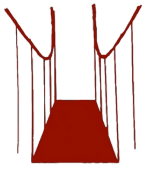
## Maggie Liu

### CO-FOUNDER OF TOIS & CEO OF ANN STAR

Maggie helped TOIs achieve financial breakeven one year it founding and has been doubling its profit every year since then for the last 6 yrs.

In 2017, the company incubated “Ann Star”, to help parents provide their children with sex education. It **2000+ online** classes in four months since launging April '18.

Maggie holds a masters from Plymouth University (UK). Previously, she spent 10 years in the advertising and online interactive marketing industry with Ogilvy & Mather, Hongmeng Advertising, and other 4A agencies.



## Bi Du

### CHAIRMAN OF ANJIAN TECHNOLOGY CO. (SHENZHEN)

Anjian is a global professional digital imaging equipment supplier for the medical industry. The company has built core competitive advantages in the field of X-ray diagnosis and medical imaging and keeps innovating to further fulfill the needs of hospital customers.



Anjian is committed to providing competitive digital imaging diagnostic and therapeutic equipment to medical institutions, doctors, and patients, and so far its products are used in nearly **7,000 medical institutions in more than 30 countries and regions around the world.**

Bi Du is the principal investor in Shenzhen Deep Bay Innovations Co. and hopes to create more consumer technologies to help people with their mental health in China.



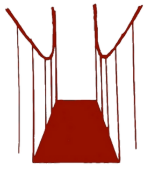
## Hongbo Liang

### CEO OF DEEP BAY INNOVATIONS (SHENZHEN)

Mr. Liang decided to start this company as a second career to transition from telecomms to helping people alleviate their internal pain and enhance mental wellbeing.

Deep Bay is an innovative investment firm currently focused on brain science - it is combining artificial intelligence and big data to develop intelligent products and solutions that enhance human mental well-being.

Mr. Liang holds a BS from Tsinghua University, an MS from Shanghai Jiaotong University in EE.



## Ying Fang

### FOUNDER AND CEO MAPLESEA CAPITAL

Ms. Fang has more than 20 years of experience in the finance industry. She founded Maplesea Capital in 2015, a PE investment fund specializing in the health sector with a phase-I fund scale of ~80 million USD. Fang cares about the development of the mental health industry in China, especially for adolescents, and has established a charity fund dedicated to adolescents under the Shenzhen Women's Federation Foundation.



She hopes to support more entrepreneurs furthering mental and emotional health in China and to integrate knowledge and action, and the wisdom from the East and the West. She also intends to support more psychology and education companies.

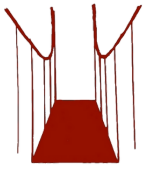
## Dongjiong (Alex) Wu

### PARTNER AT KORN FERRY



Dongjiong has been helping CEOs and business leaders of large and medium organizations to develop leadership skills and improve organizational capabilities for the past 15 years, through organizational restructuring, designing leadership programs, succession planning, assessment, coaching etc. However, he believes that in the digital era, organizations are experiencing fundamental change and so is leadership. The traditional leadership development methods cannot meet today's challenges. We must use more innovative and cross-boarder ways to help leaders and organizations experience transformation.

He is working with his partner Professor Sun to integrate theatre, taiji, mindfulness, and technology together to develop a 3.0 leadership programs and is aiming to influence 1000 organizations. The purpose of this trip is to explore the leading edge practice of this field in the USA and China, and get to know more friends or partners, who share the same vision.



## Dong Wei

### VICE PRESIDENT CHINA SILVER FIELD INVESTMENT

Ms. Dong is in charge of cultivating the creation of a social innovation lab platform and incubator that embraces holistic and true health.

Her company is currently developing a "conscious living community and town" real estate project in five locations in China, the first is 20K acres large.

She is interested in connecting with health sector resources globally and jointly creating a research + practice + industry platform that influences the future of the sustainability and health of mankind.



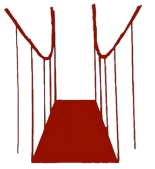
## Jasmine Nan

### CO-FOUNDER OF SANHELI BIOTECHNOLOGY

Founded in 2004, Sanheli is the industry leader of vitiligo (skin care condition) treatments. With its unique intellectual property and patents, their flagship product has helped more than **1 million patients** cover their vitiligo. Its has more than **200,000 Wechat** followers.

Jasmine realized that even when she helped patients cover their skin condition, what was really missing was self-esteem, confidence and love. She hopes to bring mindfulness into the next product iteration for the health care sector she leads. Jasmine graduated from Tongji Medical College of Huazhong University of Science and Technology in 2002.





## Anne Shi

### GENERAL MANAGER BEIJING HUASHENG XINTONG INFOTECH

Founded in 2008, the company is mainly engaged in solution-centric computer application integration and IT technical support services. It is also in Internet of Things (IoT), cloud computing, and big data. Clients are in the financial, telecommunications and government industries.

Anne is also a partner and investor in Junqi education with David and cares about providing more psychological and emotional support and alternative education for the youth in China.



## Rebecca Wang

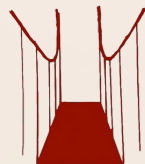
### CO-FOUNDER HOST TECHNOLOGY (QINGDAO) CO.,LTD

Rebecca has more than ten years of experience in the financial field and previously worked as Vice President in LU.com, the largest financial asset exchange platform in China.

She has a deep interest in psychology, spiritual growth and on-line education, and wants to link this field to traditional financial institutions, such as banks, credit firms, public funds, etc.

Host Technology was founded in 2007 and focuses on technology trading that enhances human flourishing.





# A B O U T

**East West Bridge (Qiao) is a mission-driven advisory firm that helps Western and Chinese companies meet with, learn from, and partner with each other.** We focus on companies that are enhancing psychological, emotional and spiritual wellbeing.

We do this by hosting highly curated and intimate cross-border expeditions for the leaders, and by advising companies on market entry and partnerships when they want to expand overseas.

We believe that creating a continuous and authentic exchange between the conscious leaders of China and the West is critical to an awakened society in the future. There is much we do not know by being on one side of the bridge; we can benefit greatly by learning new ways of being and doing from each other.

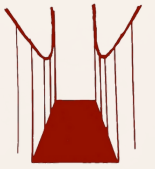
**"In times of trouble, the Wise Build Bridges and the Foolish Build Walls. We must look after each other as one tribe."**

Our experience comes from years of building deep relationships in both countries. We believe that the entrepreneurial path is a spiritual path and run this company as a constant reflection and iteration of what we are and how we want to show up in this world.

Our vision is of a global culture that is open-hearted, curious, loving, and integrated in its economic and spiritual systems. Our mission is to increase the flow of wisdom, love and community towards an awakened world through bridging cultures & peoples.



# TEAM



**M I N A  
L E E**

Mina is the founder of East West Bridge and is a strategist, culture and music medicine facilitator, and leadership coach.

As a strategist, she helps leaders of consciousness oriented companies scale and become more financially sustainable. As a facilitator, she specializes in community building and designs experiences to help leaders build a culture of trust and connection amongst their employees and users. Her clients span Fortune 500 companies, conscious technology firms, online education companies, and offline Retreat centers. As a coach, she offers 1:1 work to help leaders integrate their personal and professional life so they can live in their fullest color and authenticity wether in or out of work. She uses a variety of ancient and modern tools such as Music Medicine,

Prior to this, Mina was COO and Chief of Staff of Xiaomi Southeast Asia, founder of an events company in New York, a World Bank Innovation and Technology consultant, and a BCG consultant. Mina is a Startingbloc Social Innovation Fellow and has a B.S. in Economics, Finance and Social Entrepreneurship from Stern, NYU. Mina was born in Shanghai and lives in Shanghai and San Francisco, teaching most often in China.

[WWW.MINAJLEE.COM](http://WWW.MINAJLEE.COM) | WeChat : minalee88



**N I G E L  
W Y L I E**

Nigel is a multi-entrepreneur and facilitator-teacher that focuses on helping entrepreneurs and couples resolve conflict and helping men have safe spaces to discover and express themselves and redesign their life for what they want. As an entrepreneur, Nigel started an environmental technology company in Southeast Asia, founded an autonomous drone company with headquarters in Singapore and California, and is deeply devoted to helping with disaster relief.

The foundation of Nigel's facilitator-teacher practice is leading people through exercises of deep self reflection, embodiment, so they can make better choices in their life while becoming aware of how their internal world functions.

Nigel has a background as a facilitator in ManKind Project (psycho-emotional processing, circle work, trauma release, self reflection for men) and a mediator for early stage startup teams in conflict. Nigel is a two time entrepreneur, and understands the difficulty and pressures that startup founders experience.