

HC



HELENA CHO

UNCORPORATE AS FUCK

MEDIA KIT

HI, I'M HELENA

HC

I HELP BUSINESS LEADERS GET UNSTUCK FROM BOTH PERSONAL AND BUSINESS OBSTACLES.

Helena Cho is a sought-after business executive specializing in Marketing & Data Science.

Her motto? Everyone loves a captivating story, and numbers tell a powerful one.

In global boardrooms and on stage, Helena teaches corporate executives and entrepreneurs to solve problems using their data goldmine. Using strategic and intuitive coaching tools, she empowers leaders to learn to love data, driving increased value and efficiency.

Helena has been recognized as Phocuswright Young Leaders Summit ("35 under 35" in Travel Industry), a finalist on the OnCon's Top 100 Data Analytics Professionals, and currently leads B2B Marketing Data Science & Analytics team at Expedia Group. She holds a Bachelor's of Science in Business Administration from University of Southern California, Marshall School of Business and an MBA from University of Virginia, Darden Graduate School of Business.

When Helena is not helping her clients get unstuck from their problems, she can be found with her two busy toddlers (who are also huge fans of numbers!), learning French, and playing piano.





FEATURED:

SPEAKING TOPICS

1. **HOW TO CREATE AN ACTION-ORIENTED, MEASURABLE ANNUAL PLAN (THAT YOU WON'T HATE) FOR YOUR LIFE AND FOR YOUR BUSINESS IN JUST FIVE STEPS**

Are you stressed out about the intense amount of work that goes into the annual planning process? Are you frustrated that the plan becomes a paper exercise and everything goes back to “business as usual?” Are you worried that you aren’t challenging yourself and your team enough or you feel pressured by the externally imposed goals? Helena shares the five step process inspired from her health recovery journey that can be applicable to life and business.

2. **THE FIRST STEP TO GET UNSTUCK FROM ANYTHING**

Many accomplished leaders often get so paralyzed by which action to take, in which sequence. Easier said than done, the answer lies in asking for help, and having the right mindset

3. **HOW A NAPKIN MATH CAN SAVE THE BUSINESS**

Fortune 500 companies and entrepreneurs alike, the number one reason why business goes through a crisis is because the team doesn’t know what it takes for business to work. Enter the Growth Equation - a foundational napkin math that will clarify the control levers to drive results for your aligned goal, as well as a basis for building the right data analytics team and infrastructure



NOTABLE PRESS

MOTIVATIONAL SPEAKER

Multiple panels representing as a
Working Mother / Asian American
leaders in Tech

Workshop facilitator/speaker for
Expedia's Internal Corp Comm Group
Summit

Served on Corporate Advisory Board to
provide feedback on University of
Houston's business certification
programs



GET IN TOUCH



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Helena Cho (she/her) is a business executive specializing in Marketing & Data Science and Professional Speaker available for keynote presentations, workshops, media interviews, and spokesperson opportunities. Her curiosity to understand and relate to others, combined with her hearty and frank communication style, excite and delight audiences worldwide. Download Helena's media kit, schedule an interview or meeting, or book her on your stage today!