

# MGM



## Speakers Bureau

### Empowering and Motivating You to Succeed!

#### **Chia-Li Chien, CFP®, CRPC, PMP's Profile**

Travels from: Charlotte, NC, US



Born and raised in Taipei, Taiwan, Chia-Li (*Pronounced Jolly*) Chien came to the United States to attend college in 1988 at the age of 21. She blends elements of the rich Chinese culture (slightly influenced by Japan, which once claimed Taiwan as a colony) with American openness. As an entrepreneur, Chia-Li has experienced many of the issues that women business owners face. That's one reason she's so passionate about helping women entrepreneurs excel. Chia-Li founded Chien Associates LLC in 1993 – the day before her son was born. For the next six years, she had only one client. Her income provided for her family, but she knew she needed a strategy to grow her business. So she fired her longtime client and shifted her business model to handle multiple clients. One of those clients was a Fortune 500 Company. Working for that firm taught her how to create and capture value for a business. That inspired her to retire from the technology consulting business in 2003 and transform her business into a niche business in exit strategy the following year.

Three years into this transformation, she realized that exit strategy was only a part of the equation she should be considering. Many factors drive business value over a period of time, and these strategic value drivers are what set the conditions for entrepreneurs to increase their business's value.

She has helped Diageo win awards in best practice of human resources. Combustion Engineering (today Westinghouse) was honored for a strategic planning system that links company strategy to individual employee performance in a continuous, real-time process. Even before moving to the United States, Chia-Li was appointed as a junior ambassador of Taiwan for a goodwill mission to the U.S. in 1986. Chia-Li received her master's degree from the University of Hartford. In addition, she is a CERTIFIED FINANCIAL PLANNER™ professional, Chartered Retirement Planning Counselor (CRPC), Charter Trust and Estate Planner (CTEP) and a Project Management Professional (PMP).

She is an appointed Chair of Pro Bono Advisory Committee for the Financial Planning Association (FPA) on national level. She is an appointed board member of Women's Advisory Board in Mecklenburg County for Board of County Commissioners in North Carolina. She is a member of Women's Inter-culture Exchange (WIE) Advisory Council and a SCORE volunteer counselor, a member of the Business Innovation Growth (BIG), eWomenNetwork, FPA and Project Management Institute.

She has been married since 1991 and has two children. She describes her family as national parks fanatics. They aren't serious hikers, but they enjoy nature through international travel.

#### **Specialties:**

We're here to help business owners get maximum value from their business. Our clients are leading entrepreneurs in professional services, technology and specialty schools. We develop strategies to help their businesses grow in value by using the right business model and professional management team for their unique business situation

#### **Programs Include:**

##### **5 Deadly Biz Sins To Avoid**

- Five deadly business sins to avoid in positioning your business for value growth
- Business Model Innovation
- Roadmap to wealth creation

##### **7 Common Mistakes To Avoid When Presenting To Investors**

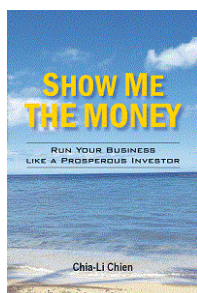
- Show them you're serious and engaged, and present them with a solid business plan.
- Your personal commitment to the plan
- Create a win-win situation for themselves and investors.

#### **Please Call for Fees**

#### **Testimonial:**

*Chia-Li knows how to hold an audience and give them full value. This is a skill that I wished more possessed and that I hold in VERY high regard. Her workshop at the 2010 Angel Capital Summit was standing room only, and it got exceptional reviews! You're invited back anytime, Chia-Li! 12/20/2010*

*Kevin Johansen, Founder  
Angel Capital Summit*



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