

## FOR IMMEDIATE RELEASE

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## Louisa Wong Recognized for Community Contributions

*Association of Executive Search and Leadership Consultants  
Commitment to the Community Award presented to Global Sage Executive Chairman*

**Singapore, September 10, 2024** – The Association of Executive Search and Leadership Consultants (AESC) recognized [Louisa Wong](#), Executive Chairman of [Global Sage](#), with the AESC Commitment to the Community Award for her high-impact service.

Over the course of her nearly 40-year career in the executive search and leadership consulting profession, Louisa has continued to have a profound impact on the Hong Kong community and beyond.

In response to the devastating Sichuan earthquake in 2008, Louisa established [Giving Hand](#), a non-profit organization that facilitates the donations of major international corporations and retailers, by helping them "donate" their unsold goods to people in need through charitable organizations in Greater China.

Since its establishment, Giving Hand has facilitated the donation of:

- 14,728 backpacks worth USD400,000 by REI, the recreational equipment manufacturer, to the Sichuan Charity Federation in 2009. They were delivered to schools in six locations within the earthquake zone.
- 60,000 electronic items by Chinese electronics manufacturer TCL. The nonprofit worked with the Red Cross Society of Sichuan province to assist in rebuilding earthquake-affected regions.
- 1,000-plus pairs of shoes and various sports apparel to the Chengdu Disabled Charity Federation.

Today, this organization provides seed capital and management support to the growth of NGO start-ups, with the aspiration of being the "Gift that Keeps Giving."

Louisa has also been a staunch supporter of [New Wine Ministries Hong Kong](#) (NWMHK), the leading ministry for cancer patients and ministry for asylum seekers and refugees in Hong Kong. Through her position as a board member, she has facilitated numerous fund-raising campaigns and community events.

"Louisa has been a strong supporter of New Wine Ministries and a devout champion of our mission in Hong Kong society, especially among cancer patients and asylum seekers over the past many years," said NWMHK Reverend Noreen Siu Richards. "Her reputation and professional network have significantly elevated public awareness of our cause, as she has actively participated on the board of fundraising campaigns and championed our community and ministerial events."



Louisa has also committed all sales proceeds from her book, [Women Who Chase Butterflies](#), to be donated to local NGOs in Asia to support [Harmony House](#), a non-profit organization in Hong Kong that provides services to help families affected by domestic violence.

“I am privileged to have been part of her journey in authoring and publishing her book, *Women Who Chase Butterflies*, which has inspired countless individuals across diverse professional communities,” said James Hogan, Chief Executive Officer of Asia Pacific Loan Market Association (APLMA), who has known Louisa for many years. “The book has also empowered her to advocate for the causes she holds dear through numerous book talks and events, raising both awareness and funds via sales proceeds and direct donations.”

In addition to her community work, Louisa is an industry pioneer, having founded China's first and Asia's largest executive search firm, Bó Lè Associates. In 2012 Louisa acquired Global Sage, a firm specializing in financial services, and expanded the firm into China and SEA and other industry coverages.

Louisa's dedication to and passion for the profession led to her involvement with AESC. Global Sage has been a proud member of the AESC since 2008. Louisa first joined the APAC Council in 2013 and remained involved in its governance for 10 years, becoming Council Chair and joining the Global Board in 2021. As Global Sage's CEO, Louisa committed to the AESC Diversity Pledge to create a world that is inclusive, diverse, equitable and accessible for all.

#### **About the AESC Commitment to the Community Award**

AESC's Commitment to the Community Award was established in 1993 to recognize a firm, office or individual who combines excellence in executive search or leadership consulting with a strong commitment to community service and volunteerism toward charitable causes.

#### **About the Association of Executive Search and Leadership Consultants**

Since 1959, [AESC](#) has set the quality standard for the executive search and leadership consulting profession. AESC Members represent 16,000+ trusted professionals in 1,200+ offices, spanning 70+ countries. AESC Members are recognized experts providing consulting services in the areas of leaders, teams, and culture to the world's leading organizations. They leverage their access and expertise to place more than 100,000 executives each year on board of directors and C-level positions across industry sectors. Dedicated to strengthening leadership together, AESC and its members share a deep commitment to the highest quality standards in executive search and leadership consulting—for the benefit of clients and the profession. We Shape. Connect. Educate. Innovate. Learn more about us at [aesc.org](#). For AESC's career service, which connects executive-level candidates to the world's leading executive search firms, visit [bluesteps.com](#).

#### **About Global Sage**

[Global Sage](#) is an executive search firm with a focus on the global financial services industry. It also covers a range of expertise that spans industry, commerce and real estate. With over 25 years of history, the firm operates from ten locations around the world, and prides itself on combining the best of a boutique, high-touch executive search practice with the global reach and research capabilities typically reserved for very large firms. Led by a small group of partners on three continents, its industry specialists focus on gathering local market intelligence that enables clients to hire optimally. The firm has consistently been ranked as a global leader (ranked #1 or #2 by *The Sunday Times* and *AsiaMoney*).

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