

Fay Li

Co-Founder & COO, Nectere Partners

Fay is a coach and communicator on a mission to cultivate resilience and vibrancy in people and communities, putting people at the heart of each engagement. Shaped by her own journey of finding belonging and connection in cities, she is passionate about the power of community in creating healthier and more connected urban spaces. Fay co-founded Nectere Partners to help places better serve people connecting brilliant minds to nurture flourishing communities and economies. Previously, she partnered with Hong Kong Jockey Club, Sino Land, PAG, and Warburg Pincus and others to build capabilities and resilience in organizations and its people. Her experience in the people business has given her deep insight into human behavior, intergenerational dynamics, and the systems that connect people to urban spaces. She brings the language and trust-building skills necessary to drive collective outcomes that enable people to thrive. An alumna of The Women's Foundation Mentorship Programme, Fay serves on the ULI Hong Kong Executive Committee, advancing wellbeing in the built environment. She holds a BBA from PolyU, is a Certified Master Executive Coach (University of Sunderland), ICF-certified coach, yoga teacher, and former powerlifting athlete. She was selected as a ULI Health Leader (Cohort 8), representing Hong Kong and Asia Pacific among 28 global leaders.