



CRAIN'S NEW YORK BUSINESS 2022

# NOTABLE

## ASIAN LEADERS

### About Betty Ng

Betty Ng is the founder and CEO of [Inspiring Diversity, LLC \("iD"\)](#), which provides organizations with a practical roadmap to achieve measurable and sustainable impact with respect to fostering a culture of Diversity, Equity, Inclusion and Belonging. iD embeds conscious inclusion into cultural DNA with practical FASST (Frameworks, Assessments, Systems, Storytelling, and Training) solutions that cover everything from promoting awareness to creating lasting behavioral change. As a co-founder of the [Asian American Authors Book Club](#), Betty helps elevate the stories and work of Asian American authors.

Betty is a #1 bestselling author, tech and media entrepreneur, trainer, professional speaker, consultant, and thought leader. She co-authored ["PO-LING POWER: Propelling Yourself and Others to Success"](#) with her mother (Po-Ling). She and her children have also launched the bestselling and award winning [Persevering Penguins and Pals](#) children's book series, to serve as guidance tools for social emotional learning grounded in diversity and inclusion.

Betty is regularly engaged to speak as well as train on *From Pain to Purpose & Promise™*, *PO-LING POWER™*, *TAIQ™*, *building cultural competence*, and other empowering topics to drive diversity with inclusion. She is a regular contributor to Thrive Global and has appeared in top-tier publications including Forbes, Bustle, Ladders, and Fairygodboss. She has also been featured on Fox 5 Good Day Street Talk and [PIX11 News](#).

Prior to founding iD in 2016, Betty was a Senior Vice President of Corporate Development with twenty years of corporate and financial services experience at organizations including Moody's, Citigroup, American Express, and Arthur Andersen. During her corporate career, Betty led many strategic initiatives and diverse teams in the U.S., Asia, Europe, Latin America, and Canada. At Moody's, she was appointed as the co-chair of Women's Employee Resource Group ("ERG") in New York and founded Multicultural ERG's Asian Leadership Initiative.

As a result of her impactful work in Diversity & Inclusion, community contributions and overall career success, Betty has been selected as one of Crain's New York Business' Notable Asian Leaders. She has been honored as the Chinese-American Planning Council's ("CPC") first "Corporate Trailblazer" (2015), nominated for Ascend's "Inspirational Leader Award" (2016), and awarded as a Gold Medal Youth Champion by Sophie Gerson Healthy Youth (2018). Under Betty's leadership, iD was also awarded as a finalist in the 2018 Ascend Innovation Challenge.

Betty holds an M.B.A. from Harvard Business School, a B.A. in Economics with honors from Stanford University, and an executive education certification for the Advanced Leadership Program for Asian-American Executives from the Stanford University Graduate School of Business. She also is a PPR Certified Pickleball Coach, California Certified Public Accountant (Inactive Status) and Advanced Certified Open Water Diver. In her spare time, Betty enjoys playing pickleball and developing [Pickleball Positive](#) to help us all play, work, and live well together. She also travels the world with her husband (Darin) and two children (Moorea and Jasper).