

Simon Yap

Sales Leadership Coach

Trainer, Facilitator, Coach Trainer



Simon is a **Professional Certified Coach (PCC)** credentialed by the International Coaching Federation (ICF) USA, **Facilitator, Trainer, and Training Evaluator**. He is also an award-winning recipient of the Best Executive Coaching Provider at the HR Vendors of the Year 2019 Awards, organised by Human Resources Online Magazine Singapore.

Today, Simon has clocked more than 1,500 coaching hours helping C-suite Executives, Heads of departments, Segment Leaders, and high-potential talents excel in their personal growth and professional development.

Specialising in **business-to-business (B2B) sales and leadership coaching** did not happen by chance. Simon started sales and leadership coaching in 2005 during his employment at Unilever Foodsolutions Asia, a global food service company. Holding the sales capability development role in the SEA region, he worked closely with the Country Heads, Sales Directors and Sales Trainers on the leadership and salesforce development strategy and execution. Simon trained, coached and mentored the Sales Managers and Sales Trainers across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Simon has over 20 years of SME and MNC corporate experience in chemical trading, training consultancy, direct sales, pharmaceutical, and food service industries. His corporate experience in sales, business development, training consultancy, human resources, sales training and coaching has given him an edge in helping clients learn the change management process and navigate through the adversities for achieving more remarkable performance.

Since the inception of his coaching firm, Simon has helped a wide range of clients, mainly in food service, fast-moving consumer goods (FMCG), insurance brokerage, insurance, pharmaceutical, healthcare providers, fitness, business services, industrial products, government-linked companies, and non-profit organisations.

His most sought-after programs include Leader Development Program, Strategy into Action workshop, individual & group coaching, Leadership & Coaching skills courses, and the Train-the-Trainer program for developing in-house coaches.

Coaching, facilitation, and training are Simon's passions. He loves what he does.