

Simon Yap

Sales Leadership Coach

Certified Trainer, Facilitator, Coach Trainer



Simon Yap is a distinguished Sales Leadership Coach, Certified Trainer, Facilitator, and Training Evaluator, holding the prestigious Professional Certified Coach (PCC) credential from the International Coaching Federation (ICF) USA. He was awarded the Best Executive Coaching Provider at the HR Vendors of the Year 2019 Awards by Human Resources Online Magazine Singapore. He was also featured in Britishpedia as one of the Successful People in Malaysia & Singapore 6th edition, 2024. With over 2,000 coaching hours, Simon has been instrumental in the growth and development of C-suite executives, heads of departments, segment leaders, and high-potential talents.

Simon's specialisation in business-to-business (B2B) sales and leadership coaching began during his tenure at Unilever Foodsolutions Asia in 2005. In his role as sales capability development lead for the SEA region, he collaborated with Country Heads, Sales Directors, and Sales Trainers to develop and execute leadership and salesforce strategies. His extensive training, coaching, and mentoring of sales managers and trainers spanned across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines.

Bringing over 20 years of experience in SME and MNC sectors, Simon's background includes chemical trading, training consultancy, direct sales, pharmaceutical, and food service industries. His diverse corporate experience in sales, business development, training, consultancy, human resources, and coaching enables him to adeptly guide clients through change management processes and overcome adversities to achieve outstanding performance. His sought-after programs encompass Executive & Leadership Coaching, Group Coaching, Leadership Skills & Coaching Skills courses, and Train the Trainer programs aimed at developing in-house coaches.

Simon has served a broad client base, including food service, FMCG, insurance, pharmaceutical, healthcare, fitness, business services, industrial products, government-linked companies, and non-profits. Some of his clients include FrieslandCampina Professional APAC, Mamee Food Service, URC Snack Foods, Canon Marketing Malaysia, Samsung Malaysia, Marsh Insurance Brokers, HSBC, Ambank Group, and Fitness First.

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