

# Shawn D'Cotta

## Singapore



**Function:** **Primary Appointment:** Head of Office (APAC), Cegos APAC, subsidiary of Cegos Group  
**Additional Appointment:** Keynote Speaker & Consultant, Cegos APAC

**Languages:** English, Bahasa Melayu

### Education background/ Certificates:

- Advanced Certification in Training & Assessment (ACTA), Singapore
- Human Resources Development Certified (HRDF) Train-the-Trainer, Malaysia
- Certified Practitioner in The Organizational ZOO: Organizational Development, Singapore/Australia
- Certified Practitioner in Bruce Tuckman's Team Development, Singapore
- Certified Practitioner in Brian Tracy's Psychology of Selling, Singapore

### Core competences and specialisations:

- **Communication Skills** – Public Speaking, Presentation Skills, Influencing without Authority, Communicating for Impact
- **Sales & Customer Relationship** – Prospecting, Value Selling, Questioning & Active Listening, Presentation skills, Commercial Negotiation, Data-Driven Sales Coaching
- **Personal Development** – Emotional Intelligence, Growth Mindset, Time & Energy Management
- **Personal Branding & Marketing** – LinkedIn Personal Branding, Social Selling, Direct Marketing
- **Leadership & Management** – Emerging Managers & First time Managers - Problem Solving & Decision Making, Feedback, Difficult Conversations & Conflict Management, Empathic Leadership, Servant Leadership, Coaching

### Career experience:

- **2023 till present:** Head of Asia Pacific, Cegos Asia Pacific
- **2024 – 2024:** Leadership Executive Committee, Catholic Business Network (Singapore)
- **2019 – 2020:** Country Manager, Cegos Indonesia
- **2018 – 2022:** L&D Consultant and Key Account Business Partner, Cegos Asia Pacific
- **2015 – 2018:** Training Consultant in Singapore, Malaysia, Indonesia
- **2012 – 2018:** Serial Entrepreneur, Business Development, Marketing (Southeast Asia)
- **2006 – 2012:** Direct Sales, Agent to Top 5 Leader, Singapore & Malaysia – Chairman appointment (2011)

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### Main client assignments:



THALES



Lufthansa



SAMSUNG



BOSCH

VISEO



BAUSCH + LOMB



AIA

