

Access to Experts



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Shoon Yin is a Consultant in the Global Diversity & Inclusion (D&I) Practice in Shell, based in Singapore. She leads the D&I efforts, globally in Shell's Downstream business and regionally in the Asia Pacific, to increase the representation of local nationals and women in leadership positions and to build an inclusive culture. Prior to joining the D&I Practice, Shoon Yin held various business roles in operations, branding, communications, and planning in Shell Retail between 1998 and 2007. Given her commercial background, she has a deep appreciation of business perspectives that helps her to align D&I and business agendas to drive change. Her D&I knowledge encompasses all aspects of diversity (including gender, generations, sexual orientation, nationality, culture, physical ability) and how it links to leadership development and organisational effectiveness. She is an experienced facilitator, change practitioner, and team dynamics coach. She graduated with a Bachelor in Business Administration (Honours) from the National University of Singapore in 1998.

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