



**Lim Shoon Yin (林舜音)**  
(pronouns: she/her/hers)

**Executive Director  
Association of Women for Action & Research (AWARE)**

**Shoon is a leading expert in diversity, equity and inclusion who has pivoted from a successful global career spanning business, operations, communications, culture and transformation to take on the mantle at AWARE, Singapore's leading women's rights and gender advocacy group.**

---

Shoon is the Executive Director of AWARE, the leading women's rights and gender equality group in Singapore. AWARE believes in the rights of all individuals to make informed and responsible choices about their lives and to have equal opportunities in education, marriage and employment, and in the right of women to control their own bodies, particularly with regard to sexual and reproductive rights. She leads an organization of passionate feminists who are dedicated to identifying and removing gender-based barriers through research, advocacy, education and support services.

Prior to joining AWARE, she was the Global Head of the Diversity, Equity & Inclusion Capability at Russell Reynolds Associates where she partnered clients to support the development and growth of Diversity, Equity & Inclusion (DE&I) as a key proposition for business performance globally with deep expertise in Asia Pacific.

Previously, Shoon led Global Diversity & Inclusion Programmes at Givaudan, Microsoft and Shell. She was a Shell scholar who started her career in business roles at Shell, spanning operations, branding and communications, business transformation, change management, and business planning.

Shoon is passionate about enabling people, leaders, organizations, and communities to realize their full potential. She feels truly privileged to be in a position that allows her to tap into that passion to make a difference every day, changing the world inclusively, equitably and diversely.

Shoon graduated with a Bachelor in Business Administration (First Class Honours) from the National University of Singapore. A single parent, she lives in Singapore with 4 adorable children who do an excellent job of feeding her curiosity, grounding her in humility, keeping her agile and helping her to grow and learn every day.

She speaks fluent English and Mandarin, and is conversant in German and Singapore Sign Language.