

Award Selection

DEI Champion of the Year 2025

Nominee

Full Name

Kim Yong

Company

Cushman & Wakefield Singapore

Job Title

Director, Strategic Consulting Global Occupier Services

Email Address

kim.yong@cushwake.com

Mobile Number

XXXX-XXXX

1. Share your journey leading & driving DEI initiatives within your organisation, including advocating for sustainable DEI policies and practises. (30 points, max 400 words)

Diversity, equity, and inclusion have always been at the heart of how I lead, design, and connect with people. As a Workplace Strategist at Cushman & Wakefield, I view DEI not as a side initiative but as the foundation for designing spaces and cultures that help everyone thrive.

My DEI journey began with the Women Integrated Network (WIN) SEA, where I currently serve as Communications Lead. Through this platform, I've been able to amplify women's voices and create meaningful engagement opportunities across Southeast Asia. Beyond curating initiatives such as Financial Literacy April, Motivational Mondays, and Wellness Wednesdays, I also organise events that give women tangible platforms to learn, connect, and grow.

Most recently, our group helped to organize a three-part workshop series designed to help women build their personal brands and strengthen presentation confidence—skills critical for visibility and advancement in our industry. These sessions brought together women from different markets and levels, encouraging collaboration, peer mentorship, and self-advocacy. I also make it a practice to share relevant podcasts, resources, and success stories internally, ensuring the conversation around empowerment continues beyond one-off events.

In parallel, I am an active member of our disability and inclusion ERG, LEAD, which has expanded my understanding of accessibility and neurodiversity. I've completed a full-day disability awareness workshop and participated in the ABLE Roundtable on workplace inclusion, both of which have shaped how I approach design and policy discussions with clients—whether through advocating for accessible layouts, gender-neutral facilities, or equitable hybrid work frameworks.

As a leader, I build DEI into my team's DNA. I intentionally hire for diversity across gender, race, and LGBTQ representation, and prioritise creating a psychologically safe environment where all voices can be heard.

My leadership in this space has also been recognised externally. Earlier this year, I was nominated by CoreNet Global as a Young Leader during International Women's Day, where I shared my experiences on inclusion in the workplace and the importance of designing environments that enable belonging.

For me, DEI is a daily practice—whether in client work, team management, or community engagement—and I'm committed to advancing it as a sustainable part of our organisation's culture and strategy.

2. Share the measurable impact of your initiatives within your organisation and in the broader industry community. (40 points, 400 words)

The impact of my DEI initiatives can be measured in three dimensions: engagement, representation, and integration.

Through WIN SEA, our communications and engagement programs now reach colleagues across 5+ Asia-Pacific markets, with participation increasing year-on-year. Our Motivational Mondays series consistently draws cross-market participation, while initiatives like Financial Literacy April generated strong internal feedback and spin-off sessions led by local markets. These results reflect how DEI messaging can be scaled sustainably across diverse geographies and business functions.

In my role as Workplace Strategist, I've been intentional in embedding DEI in the built environment. I have influenced project teams and clients to adopt inclusive workplace practices—from accessible circulation design and nursing rooms, to hybrid equity principles that ensure equal experience regardless of work location. These are now referenced in several client design guidelines and have helped shift the conversation from compliance to belonging.

At the organisational level, I have modelled inclusive leadership by maintaining a diverse and high-performing team that spans multiple nationalities and perspectives. This has fostered innovation and empathy in our client engagements, while reinforcing our culture of respect and openness.

My involvement in the LEAD ERG has also improved awareness of disability inclusion across our office. Following the ABLE Roundtable and internal learnings, I've begun advocating for greater visibility around accessibility considerations in our workplace audits and presentations.

Beyond internal results, I've seen measurable ripple effects in how colleagues engage with DEI topics. I receive feedback from peers—especially women and early-career professionals—who've felt inspired to volunteer, mentor, or lead new initiatives after WIN events or internal posts. These human-centred outcomes are harder to quantify but more meaningful in showing cultural progress.

Ultimately, my DEI impact is seen not only in programs delivered, but in the shift of mindset—where inclusion is now viewed as a shared responsibility, not a corporate obligation.

3. Highlight your initiatives collaborating with external organisations, community groups, or industry partners to enhance diversity and inclusion efforts. (30 points, max 400 words)

I believe true inclusion extends beyond corporate walls. That's why I continuously engage with external communities, partners, and industry groups to advance DEI beyond our organisation.

Through Cushman & Wakefield's GOStrong program, I regularly participate in volunteerism activities that bridge corporate purpose with community need. I support It's Raining Raincoats, contributing time and resources to sort and donate goods for migrant workers. Each year, I also join our charity walk for children with disabilities, helping raise funds and awareness for inclusion in education and accessibility.

In 2025, I was honoured to be nominated by CoreNet Global to be a key speaker for Young Leaders during International Women's Day, representing women in the real estate industry. The platform enabled me to share lived experiences and inspire future leaders in CRE to embed DEI in their business strategies and design outcomes.

I also partner with industry peers and cross-sector networks to integrate DEI in the built environment. Through client-facing work, I advocate for inclusive workplace standards that account for gender, ability, and neurodiversity. Many of these insights are now being shared with clients, positioning Cushman & Wakefield as a trusted advisor in shaping inclusive, human-centric environments.

My volunteerism and advocacy work aim to connect privilege with purpose—whether through sharing professional knowledge, raising awareness for underrepresented groups, or mobilising others to act. I continue to collaborate with community groups and internal networks to make inclusion part of everyday culture, ensuring that our industry reflects the diversity of the people it serves.