



Association of Professional Trainers (Singapore)

Genuine + Professional + Integrity

# Shalu Wasu



## Mr. Shalu Wasu

Director, Life Ahoy Pte Ltd

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Shalu is the founder and director at Life Ahoy Pte Ltd, a Singapore based training company and [www.Tickledbylife.com](http://www.Tickledbylife.com), a personal development and life skills website. He also teaches at select Singapore institutes.

An MBA from Indian Institute of Management, Ahmedabad, Shalu has spent more than 9 years in the corporate fast lane across 6 countries, 4 industries and 2 multinational companies where he let loose his out-of-the-box ideas and spearheaded many a business breakthrough. His work experience covers the entire gamut of product management, marketing, sales, business development, distribution management, advertising and PR. Shalu is also a certified NLP practitioner and a Certified Professional Trainer from IPMA (UK).

Shalu became the youngest ever regional head at NIIT in 2003 (at age 26) heading a team of 150 and also the youngest ever Country Manager at Polaroid in 2005 (at age 28) heading operations for ASEAN and India.

Shalu conceptualized and ran successful joint promotional campaigns with some of the biggest brands in the world including Microsoft, Coca Cola, Reebok, Intel and Samsung. Some of these campaigns grew into wide-spread social phenomena attracting participation by Prime Ministers of India and Sri Lanka, several union ministers and chief ministers apart from corporate heads, celebrities and millions of people from different walks of life, generating unparalleled publicity for the company.

Shalu is married and is the lucky father of a 5-year-old-son who is unquestionably the world's best soccer player, the best cricketer and the fastest swimmer!