

About Ethan Lin

Ethan Lin is a dynamic entrepreneur and trainer of 8 years' experience on sales and investment education. He is a certified MBTI® Practitioner, trained and accredited by CPP Asia Pacific Pte Ltd. He is also a certified DISC® practitioner by Assessments 24x7, and certified Enneagram in People Management by the Enneagram Academy.

He also has obtained WSQ Advanced Certificate in Training and Assessment (ACTA) by the Institute of Adult Learning, which is certified and endorsed by the Singapore Workforce Skills Qualifications (WSQ), a national credential system.

Ethan's signature program, Human Intelligence System, has been acclaimed both by companies like DBS, Citibank, AIA, AXA, Prudential, Manulife, and over 5,000 individual salespeople who attend his public classes. This program has also been delivered regionally in Asia.



He developed a 5-Day High-Net-Worth Sales Program for the AIA's Asia Pacific market in China, Malaysia, and Singapore, which focuses on equipping salespeople with the soft skills to be able to engage the High Net Worth Market effectively.

Ethan also co-owns an Investment Education firm that focuses on educating retail investors on investing wisely in alternative assets since 2017. This company has empowered over 30,000 investors and mentors over 750 affluent clientele.

Together with a computer scientist, he co-developed TheMindReader.AI, an artificial intelligence-driven tool using NLP (natural language processing) that enables salespeople to predict their clients' buying psychology based on their language patterns on social media. In just under a year since launch, there are over 600 users of the platform.

In September 2017, he published his book 'The Mind Reader', a book that focuses on how to identify a prospect's buying behavior and how to persuade different types of prospects. To date, about 1,000 copies have been sold with positive reviews. In March 2021, he has published the 2nd Edition of The Mind Reader.

He has been featured on:



His clientele also includes:



He also runs courses and workshops for finance and sales professionals.



Human Intelligence System for Citibank Insurance Specialists and AIA Distribution



Human Intelligence System Training for DBS Ltd. Singapore



Selling to the High Net Worth Program with AIA Asia Pacific in Shanghai, China



The Art of High Net Worth Conversations with MDRT, COT and TOTs in AXA Singapore



Human Intelligence System Workshop with Alliance, AXA Singapore



The Art of High Net Worth Conversations with MDRTs in Bangkok



“MDRT Accelerator” Program with SP-Qiren, AIA Singapore Pte Ltd.



Human Intelligence System Workshop for Sales Professionals and Business Owners



Human Intelligence System for Healthcare Sales Professionals



Human Intelligence System Workshop for SP-CO, AIA



“Teambuilding Workshop” for The City Church Management Team



8 Days Feature



Human Intelligence System for Citibank IPB



Human Intelligence System for Walton Singapore



‘The Mind Reader’ Book Launch – Sep 2017, Singapore

Contact Us for Engagements

If you would like to engage Ethan for a keynote or a training program, please contact us at info@personality-central.com.sg or contact Ethan directly at ethan@personality-central.com.sg.

If you would like to find out more about Personality Central's corporate offerings, please go to www.personality-central.com.sg

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