



For Immediate Release

Cushman & Wakefield Appoints Sona Aggarwal as Managing Director, Head of Retail Sales and Strategy, Asia Pacific

SINGAPORE, 11 June 2025 – Cushman & Wakefield, a leading global real estate services firm, is pleased to announce the appointment of **Sona Aggarwal as Managing Director, Head of Retail Sales and Strategy, Asia Pacific**. Based in Singapore, Sona joins at a pivotal time as the firm ramps up its investments in its regional retail platform and bring the best of our global retail expertise and network to our clients across Asia Pacific (APAC) and around the world.

With 25 years of experience in global brand management and retail operations, Sona has a proven track record of delivering profitable growth. She has successfully opened and operated more than 200 stores across APAC and led cross-border teams of over 1,300 people. With her deep understanding of consumer engagement and firsthand insights into retailers' needs, challenges and strategic priorities, she has consistently delivered hyper-localised go-to-market and scale up strategies that generate results tailored to diverse market conditions. Having lived and worked in many countries, Sona has gained deep category (apparel, beauty, healthcare, watches and home furnishings) and broad geographic experience.

"This is a significant appointment for our retail business in Asia Pacific," **said Anshul Jain, Chief Executive – India, SEA & APAC Tenant Rep.** "Sona's client-side perspective, having worked with iconic global retail brands, brings a competitive edge to our retail platform. Her vast experience and leadership in the retail sector will be instrumental in deepening client partnerships as well as driving and unlocking new growth opportunities for our retail business across the region."

In this newly created role, Sona will lead Cushman & Wakefield's APAC retail strategy and partner with our retail teams regionally to grow our client portfolio and drive excellence in our service delivery and solutioning, with the aim to build a sustainable and profitable business in the long term. She will also focus on strengthening cross-border collaborations and connecting the firm's global retail teams and clients.

"I'm excited to take on this role during such a transformational time for the retail industry," **said Sona.** "Cushman & Wakefield's blend of market intelligence and global operational scale puts us in a unique position to help clients navigate change and achieve outcomes that meet their business objectives. I look forward to working closely with our teams across the 60 countries that we operate in around the world to reinforce our position as a thought leader and more importantly, a trusted advisor to our clients in the consumer space."

Sona also highlighted the growth momentum and potential in the APAC retail sector. "Retail has never been more dynamic; the world order is shifting not just geo-politically but demographically and psychographically as well. This exciting shift is creating a world of opportunities for the APAC region. Demographically, we have a growing middle class, rapid urbanization and a young population with high digital adoption, driving robust consumption and interest in local, regional and global brands."

For further information, contact:

Foo Chek Yee
Head of Public Relations, APAC
+65 6317 8353
chekyee.foo@cushwake.com

Kirsten Panganiban
Assistant Manager, Communications, APAC
+65 6248 3984
kirsten.panganiban@cushwake.com



“I see tremendous potential both inbound as well as outbound to and from APAC. The Asian consumer is becoming more sophisticated; there is a growth in demand for aspirational entertainment and lifestyle brands across all categories. The Western consumer is appreciating Asian health and beauty, wellness and aesthetics, hospitality and Food & Beverage (F&B). There is also growth in tech-driven sectors like Auto/EV. Furthermore, the significant increase in high net-worth wealth transfer into the region has made it essential for financial institutions to create differentiated experiences for their private wealth clients. With these evolving trends, I aim to leverage our talent, expertise and data insights, and combine them with our deep local operational knowledge to provide differentiated and customized solutions to all our clients,” added **Sona.**

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that *Better never settles*, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit www.cushmanwakefield.com.

-END-

For further information, contact:

Foo Chek Yee
Head of Public Relations, APAC
+65 6317 8353
chekyee.foo@cushwake.com

Kirsten Panganiban
Assistant Manager, Communications, APAC
+65 6248 3984
kirsten.panganiban@cushwake.com