

Profiles of UOB-SMU AEI's Project Advisors

Adeline Teo



About Me

A passionate and result-driven marketing, communications and advocacy professional, Adeline Teo has more than 15 years of regional experience in technology, telecommunications, transport, healthcare, energy, and most recently renewable industries. In her years as a strategic marketing professional, Adeline has worked in Vestas, General Electric (GE), AbbVie, Alstom Transport, Motorola, Alcatel and Creative Technology. She has enhanced brand architecture, created content, produced and curated events, driven digital marketing and social media strategies built communities connecting the public with corporate brands, led in change management communications and managed crisis communications.

Why do I want to be a Project Advisor

Technology has not only transformed the industry, the way we do business and also the way we operate. I have In-depth experience in different industries and have been involved in mergers and acquisition cycles and organisational changes. This broad based spectrum have given me valuable insights that I hope to share my experience with students and young graduates. My experience will enable them to have first hand accounts of negotiating and striking a balance between corporate and public affair roles.

What can you expect to learn from me

A hands-on and creative thinker, many would describe me as an "out of the box", thinker. I am an unconventional marketing and communication professional who has worked in multi national companies with different culture where I localised global strategies to meet regional/local demand in Asia Pacific. I worked with local government and advocacy groups and built communities helping to deliver business impacts across all audiences and channels. Involved in managing Japan's 3/11 Fukushima Nuclear Crisis in Asia Pacific region and led in launching a brand new company in Asia Pacific, ANZ, Middle East and South Africa, students and young graduates will learn about critical thinking and risk management both crucial part of career development.

Allan Huang



About Me

I prefer to think of myself as a practical and well-grounded individual but with an eye on how one can innovate and do things better. As a chartered accountant, my career spans across finance advisory and investor relations. I spend a lot of time working with businesses in their strategy formulation as well as efficient capital allocation.

In this highly competitive era, businesses face disruption and rapid changes in consumer behaviour. I believe that businesses should embrace technology to keep themselves nimble and make clever decisions. After all, it is the one who respond and adapt the fastest that wins.

Why do I want to be a Project Advisor

I did a project with the institute as a student consultant and found joy in helping SMEs. It is a fantastic opportunity for me to impart my knowledge through guiding students to use theories learnt in the classroom and apply it to real-world scenarios. At the same time, we help SMEs get their footing right and be successful.

What can you expect to learn from me

You will learn on how to think critically and develop practical solutions given the constraints faced by SMEs.

Anna Ho



About Me

Like many of you, I enjoy shopping. I love new products and I like to see new brands introduced in the market. With this passion, I spent the past twenty years driving sales and marketing across Asia Pacific countries. I launched and marketed many PC, Notebook, Printers and Mobile phones in many countries.

Why do I want to be a Project Advisor

When I learnt about the opportunity to be a project advisor with UOB-SMU AEI I jumped at it. This is a rare chance to practice my marketing skills on different products and services. It's great to be able to share my passion with the young marketers too.

What can you expect to learn from me

While I help guide the students in the fact finding journey in each project, we discover new customers' perspective in each of the project together. I hope my professional experience helps the students understands how marketing drive sales in businesses and I hope this helps ascertain their career preference as well going forward. It's a project where we all gain

Dolly Chin



About Me

Experienced cross-functional Sales and Marketing Business Leader with particular expertise in P&L ownership, business development, marketing communications, brand building, and product management for durables, lifestyle & fast-moving consumer goods brand names.

Why do I want to be a Project Advisor

I enjoy working with young people and it is a mutual learning experience for me to see things from different perspectives.

What can you expect to learn from me

- (1) Practical solutions useful to SMEs enrolled in the SME Consulting Programme.*
- (2) Operational insights in various corporate functions. - With my years of experience in various regional roles across Asia Pacific markets, I have the operational know-how and strategic insights to help companies find new growth. I specialize in representing companies with little experience outside their home markets, helping them operationalize new market entry strategies, branding, ecommerce, marketing, PR, social media, sales & business development, research & analytics, logistics & supply chain management, product & quality management.*
- (3) POV as an entrepreneur - Being an entrepreneur has also given me deeper insights into practical solutions that will work in SME's fast paced and constrained environments. I have worked with clients from different industries.*
- (4) Social responsibilities - I co-founded Verace Food Luxuries, a social enterprise, that focus onbringing employment opportunities to disadvantaged individuals. Through Beyond Social Services, I mentor inmates at the Changi Women's Prison during the weekends; with the objective to be a positive influence to motivate them to stay away from vices upon release from prison.*

Dr Jack Hong



About Me

Dr Jack Hong is the co-founder of Research Room Pte. Ltd., a management consulting and data analytics company that delivers complex prediction and decision-making capabilities for commercial, government and not-for-profit organizations. Jack has extensive research and commercial experience in applying advanced empirical science to drive business and policy value chains. He has also trained professional social scientists in a comprehensive suite of data science capabilities from statistics to deep learning, in terms of theoretical foundations and technological executions.

Jack is concurrently an adjunct faculty with the Singapore Management University (SMU), where he teaches international finance at the undergraduate level, and empirical methods at the Masters and Doctoral level. He is a full-stack Python programmer and is highly proficient in a wide range of analytics stacks such as Python, R, SAS, Microsoft Analytics, and Stata.

Why do I want to be a Project Advisor

Knowledge in practise can be very different from those taught via a formal pedagogical approach. As a Project Advisor, I want to help students gain important skill-sets and thought frameworks that weren't part of any classroom syllabus.

What can you expect to learn from me

Students will learn how to build business solutions through a balanced mix of science and creativity. Following that, I will help the students deliver their insights in an expressive, impressive and impactful manner.

Jackson Kwa



About Me

SMU Alumni, Technopreneur, Avid Traveler.

Hello. I live, breathe, and eat innovation. Tech Founder & Entrepreneur. Education Thought Leader. Startup Community Builder. My expertise is in providing business value to SMEs and assist them to cope with technology disruption. A Fierce Advocate of the New Digital Age Economy. Over the years, I have provided digital solutions to SMEs to help them adopt new

technologies in multiple sectors ranging from traditional manufacturing, import and export, trading, retail, logistics and supply chain.

Why do I want to be a Project Advisor

I am a firm believer of equality through education and empowerment. My passion has always been to assist youths to find their purpose early in life, nurturing them, and developing them to do what they can do best. The bigger achievement in life would be to have the ability to create opportunities for others. It is never easy and will often be very challenging, but we should not just create progress but also purpose! SMU has given me many opportunities to serve all these years and I will continue to strive to bring positive impacts to the members of the SMU community.

What can you expect to learn from me

Throughout my time as a mentor and consultant, I have been able to help various start-ups and SMEs with business development, digital marketing and commercial expertise, including overseas markets entry. Perhaps, one of the greatest things you can expect to learn from me is to look at things from reality and get to the root problem quickly. It is crucial to gain a realistic understanding of the issues that the SMEs are facing in order to provide sound and practical solutions for implementation. Marketing and branding are strategically important, how we plan to sell a product or a service is just as important as creating it. I deal with business problems from a pragmatic perspective and never starts with theory.

Jeanette Ng



About Me

My career spans strategic planning, mergers & acquisitions, corporate finance and logistics and operational restructuring, among others. Over the last 18 years, she has structured, negotiated and implemented more than US\$13 billion of cross-border projects within Asia, United States, Latin America and parts of Europe.

Why do I want to be a Project Advisor

It is very inspiring to work with students and SMEs, helping to develop practical strategies and solutions that will help SMEs overcome obstacles and grow their business. The dedication demonstrated by our SMU students in tackling real-life business issues, and the willingness of the SMEs to partner with our students and share in their learning journey, have been a major motivation for me to contribute and participate in each project.

What can you expect to learn from me

I am a firm believer in bridging the gap between textbook concepts and real-world constraints. Through the projects, I will be challenging you to think critically about we can navigate

the constraints faced by SMEs and still use a structured, theory-based approach to identifying and resolving strategic issues faced by the SMEs.

Dr Ke Jinghao



About Me

I am the co-founder of Research Room Pte. Ltd., a firm that provides management consulting and data analytics turn-key solutions for commercial, government and not-for-profit organizations. Advised SMEs in areas of the management of data, finance, marketing and logistics and is currently a resident consultant for a Singapore SME. I have developed a business intelligence solution that monitors the sales, finance, inventory and production for a Japanese multinational

electronics company. Provided training to MNCs and various Singapore Government agencies. I'm also adjunct faculty at SMU and instruct Finance and International Finance at the undergraduate level. I'm a full-stack analytics programmer in Python and has also worked with various analytics stacks such as R, SAS, Microsoft Analytics and Stata.

Why do I want to be a Project Advisor

I hope to equip SMU students with technical skills demanded by the industry and soft skills required to manage projects. Also as I mentor, I learn as well.

What can you expect to learn from me

It is not about individual disciplines, you will learn how to think about problems in a more complete view. Once you have that you can approach issues in a manner that is more impactful. I will also share how to package your views with the technical skills and communicate better to the companies.

Kellin Chan



About Me

I love meeting people, learning new things from them and hearing their different perspectives & experience about life, business and even interpersonal skills. I have been quite blessed to have an enriching career path that has given me the upmost opportunity to be in the frontline to meet dynamic Business Owners and Corporation Leaders; working closely with them to identify and deliver actionable Business Strategies, overcome Enterprises' challenges, Managing Partnerships for Growth & Diversification; ranging from Corporate Companies (manufacturing, engineering, trading etc), Startups, Retail, FMCGs to local SMEs.

Why do I want to be a Project Advisor

I believed it is going to be a mutually learning experience for all parties. It is heart-warming to see student consulting team being enthusiastic to explore new approaches; having a positive attitude & open mind to learn & adopt feedback & suggestions. I look forward to share my coaching with these young talents; at the same time learning from them about latest social media trends, and how they adopt online technology to facilitate their projects.

What can you expect to learn from me

I hope to share with them how to explore more practical approaches & resources for projects. Guiding them to see how other SMEs & MNCs adopt more commercial & innovative practices for their regionalisation & market entries into overseas markets. Opening their minds & share

examples of how business leaders (Consulting firms/corporate companies) present their thought leadership and implementing their strategies.

Kenneth Toh



About Me

I have been in the CRM Martech industry since my first job in Singapore Airlines, where I helped establish the Krisflyer program. Thereafter, I moved to Sydney Australia, where I completed an

MBA and worked for advanced analytics company, SAS Institute at the forefront of the AI revolution. Recently, I was based in KL as Marketing Director for a Malaysian conglomerate, with investments in deep agri-food technology. I am conference speaker at Martech events and regularly conduct experience design workshops for leading customer-centric companies. I enjoy stimulating conversations over a robust cup of mocha. I am constantly on the lookout for wholesome family activities such as kayaking, cycling and walks with my young family in Singapore's lush parks and nature reserves.

Why do I want to be a Project Advisor

There is much to learn from the refreshing perspectives and adrenaline of young digital natives. I am inspired by the entrepreneurial spirit of SME business owners creatively navigating obstacles on the road less traveled.

What can you expect to learn from me

Some consulting/ project hacks and omni-channel marketing perspectives.

Marcus Loh



About Me

Currently Director of Asia Pacific Communication for the world's leading visual analytics company Tableau Software (NYSE: DATA). Prior to Tableau, Marcus was Vice President and Director at a pan-Asian private education group where he led brand strategy, marketing and corporate communication. He was part of the group's core leadership team that managed the successful transfer of shareholding from one of Asia's largest private equity firm to a publicly listed private equity group in the UK. Marcus finds joy in giving back to his community and peers. Aside from his involvement with SMU, he also serves as an elected Council Member and an Accreditation Board Member of Singapore's apex chamber for communication practitioners, the Institute of Public Relations of Singapore.

Why do I want to be a Project Advisor

I recognize that project advisors play a key role in every student consultation. They serve as a reality sounding board for students, whose insights build on what has been acquired in the classrooms. As industry practitioners, advisors are kept up to speed with best practices which can further contextualize academic theories that students learn in school. More importantly, I've been a beneficiary of Singapore Management University, and I feel that it is only right that I do my part to give back to the SMU community by enabling tomorrow's talents to go places in life and hopefully be inspired to do the same.

What can you expect to learn from me

I've often linked the team's ideas to my own learning and experiences, both in business and in life. I've had the privilege of leading initiatives for private organizations, public sectors and even international bodies such as the United Nations - which experiences I hope to bring to bear for the benefit of our students. Most importantly, I hope the teams have fun throughout the project because the most inspiring works are often created that way.

Pamela Wu



About Me

I had lived in China for 6 ½ years to spearhead business development and expansion for Banyan Tree Hotels & Resorts in China. During those period, I had the unique opportunity travelling across the country to look for exciting new projects while promoting the Banyan Tree brand. With 9 years working in Banyan Tree Group, I have learnt how a reputable brand is created, nurtured and maintained. I have gained in depth knowledge in branding and marketing and development in the hospitality industry.

I began my career in ICT industry working for the world leading Technology Company. I then moved on to pursuit entrepreneurship dream by setting up Software Development Company with branches in various countries in Asia. Over years, I have accumulated wealth of knowledge working in multi-culture, multi-language environment.

Why do I want to be a Project Advisor

I have always believe life-long learning and developing talents. The UOB-SMU Project advisor role gives me the opportunity to share the challenges working in multi-culture environment to inspire and motivate the future leaders stepping out the comfort zone to see the wider world. I will also be able to learn new perspectives from the creative young talents.

What can you expect to learn from me

Students will expect to learn from practical experience as how to deal with culture differences and manage political sensitivities. They will gain better understanding the value of a strong brand, and what conscientious efforts are required to build and nurture a long lasting brand.

Paul Teo



About Me

During my 30 years of working career, I had worked for MNCs mainly in the automotive parts industry setting up regional or global businesses and managing them. Being in the Senior Executive positions, I had led organisational changes, developed new businesses, redesigned business processes, making continuous improvements on supply chain, established strategic alliances, executed mergers and acquisitions...etc. Having been focusing on building my career and globetrotting for the last 30 odd years, I have planned to “retire” at the age of 55 to spend more time with my aged mother who has dementia and to do things which I like and find meaningful.

Why do I want to be a Project Advisor

I love problem solvings and had always been passionate in coaching and imparting my experiences. I find the UOB-SMU AEI's Project Advisor role an excellence avenue to do likewise for students and SME bosses whenever relevant.

What can you expect to learn from me

I wish to pass on my rich experiences in a wide area of disciplines and understanding of SMEs in Singapore as well as other countries from my past interactions with customers and suppliers, many of them were SMEs too.

Peggy Kuo



About Me

Peggy Kuo is a senior digital professional with 15+ years of experience in MNCs, C-level digital consulting, digital planning, digital marketing and overall digital business operation. Her expertise focus on digital consumer insight, digital consumer journey mapping, channel engagement strategy, channel planning and digital team operations.

Why do I want to be a Project Advisor

I hope to share my decades of digital experiences in hands-on, real business work experiences to students and benefiting clients in their digital journey.

What can you expect to learn from me

360 digital strategy, digital engagement, digital marketing strategy and planning, digital business assessment, consulting, market assessment, team management.

Dr Patrick Tan



About Me

Dr Patrick Tan is an Adjunct Faculty with SMU and CEO of Stratefix Consulting, a boutique consulting firm that specializes in helping large corporates and SMEs develop and execute strategic solutions.

His passion is in Design Thinking, Business Model Innovation, Strategy, Leadership and Change Management. Patrick has more than 30 years of senior management experience in banking and insurance across the Asia-Pacific region. He has worked for major global organizations, such as, ANZ Bank, AXA Insurance, Cigna International, etc. He has lived and worked in Korea, China, Indonesia and Thailand, and has travelled extensively across Asia-Pacific region.

Outside of business and teaching, Patrick volunteers as a Bishop of his church and in grassroots organizations. He champions mainly inter-faith, women's and under-privileged youth issues. An adventure-junkie, Patrick is a qualified sky-diver and scuba-diver. He has participated in several triathlons and marathons.

Why do I want to be a Project Advisor

I am passionate about coaching and mentoring students in projects and helping them connect theories with practice. I enjoy working with real clients and solving real business issues, particularly for SMEs.

What can you expect to learn from me

You can expect me to guide and mentor you as you work with the client on the project. You can expect me to teach you how to apply theoretical frameworks to the problems and to connect the dots. You can expect me to challenge your assumptions and push you to explore new ideas. You can expect me to help you understand the needs of organizations and develop and execute strategic solutions that work.

Philip Wee



About Me

I have been a retailer for 40 years working for great brand names like Selfridges in London, Mothercare, Habitat, Robinsons and IKEA in Singapore. All gave me much training in their headquarters in Europe and international exposure through the people that I had to deal with.

Why do I want to be a Project Advisor

I enjoy the company of our future leaders and hope to be a part of their development. I am certain that I will learn a lot from the project teams.

What can you expect to learn from me

Students learn much from their lecturers, books and the internet. What adds to their learning is their interaction with people who had been immersed in the “real” working world. I will share information and not give the answers. I will point you in directions so that you can make your own decisions.

Sally Sim



About Me

I am equipped with 20 years of extensive experience in Financial, HR and Procurement management, having worked in established entities across the region for different industries including integrated resorts, private membership clubs, hotels and F&B. My past experience as a Business Advisor (appointed by Enterprise Singapore) afforded me the opportunity to provide advisory to various SMEs in relation to financial, human capital, procurement and system implementation. Currently, I am a SkillsFuture Mentor (appointed by Enterprise Singapore) and my role is all about bringing improvements in the SME environment, through upgrading the skills of workforce and helping SMEs enhance their Learning and Development capability.

Why do I want to be a Project Advisor

First and foremost, I love to analyse and solve problems. Business advisory is an exciting field with plenty of opportunities to develop effective business solutions and help clients thrive in their

respective industries. Being a project advisor to students allows me to share these business and life experiences with them, coaching and passing on the skills and knowledge. Being student advisors to the client is a “stretch” role where students are building vast skill set outside of their academic level, but it is not without plenty of opportunities to learn, grow and progress as a professional. And I hope to be the lighthouse in their professional growth.

What can you expect to learn from me

As a workplace specialist with a broad generalist background, I would like to explore the possibility of putting my skills and experience to work for the students and SMEs, coaching students to translate SME requirements into tangible deliverables as follows:

- (1) Other than Learning & Development, my other specialized fortes include business processes transformation, organisational development and designing OJT, policies & procedures for greater efficiency.*
- (2) Appreciating the multifaceted problems that SMEs encounter in their daily operations, and to view problems from the SME’s standpoint, thinking out of the box and resolve issues creatively.*
- (3) Driving process improvement in various areas by generating solutions to the problem for the SMEs where none seems to exist.*

Samuell Ang



About Me

Since his graduation from NUS where he earned a degree in Pharmacy, Samuell has always been the type of individual to take on challenges that few wanted, and turn them into something everybody admired. His penchant for getting the job done when others thought it difficult first became evident when he managed to triple the sales of Sanofi Adventis as the Area Marketing Manager (Singapore, Malaysia & Brunei).

In the subsequent years, Samuell discovered that breaking records of all kinds was a natural way of life. While working for Nicholas Kiwi/ Sara Lee, he managed to achieve an unprecedented annual growth of 30 percent for Natures Way; later as the Marketing Manager at Burger King, he proved what he did earlier was no accident. Burger King’s sales grew by double digits and the number of outlets increased from 13 to 19.

All of these achievements- impressive as they were, still didn’t tap into Samuell’s total capabilities. His keen perception on how to conceive and then put images into place and keep them in the public eye to generate enthusiasm and sales made him the obvious choice to take on projects and drive them with his own special brand of energy. That became all too apparent when he joined Asia Pacific Breweries in 1990. From there it was a steady rise through the ranks; culminating to General Manager. All along the way, the same flexibility, intuitive judgement and the “never-say-die” attitude he had demonstrated in his early years were now evolving into an

unique management style. Quite naturally still more achievements followed: he engineered Tiger Beer's tie-up with the Malaysia Cup/S-League; and in 1998 working as the Global Marketing Head for Tiger Beer, it was "Judged the World's Best Lager Beer". He also single-handedly managed a project team to conceptualize and implement a multi-million dollar world-wide launch of Tiger's new packaging design and brand personality. Tasked to assume central responsibility in identifying and implementing current / long range corporate image programs targeted at the investor public, external public and 6000 employees, he was entrusted to set up the new Group Corporate Marketing division from zero base .

Possessing a passionate tenacity to make things happen, he helped to regain in Cerebos, a pre-dominant market share earlier lost to a new competitor.

Having no prior turnaround business experience , he helped to nurse 2 companies back to health; one plagued by a double devastating impact of a senior executive 's lapse in corporate governance and a major regional product recall.

Samuell is highly adept across corporate cultures and industries (FMCG, healthcare, fastfood, education). Featured in Ministry of Education's recruitment campaign as a VP/Admin ambassador, he was promoted to super scale MX9; having championed national level projects like the Pre-U Seminar. He leverages on digital disruption to champion Omni - channel and e commerce strategy to enrich customers' Brand experience.

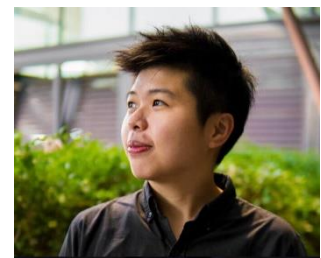
Why do I want to be a Project Advisor

To enrich the learning experience of students in a fun and engaging manner; encourage them to think out - of-the box solutions and have a foretaste of the real business world out there through the sharing of my personal work experience.

What can you expect to learn from me

Cross sector management regional experience across FMCG, healthcare, fastfood, education, commodity and technology. Enjoy mentoring and nurturing students to rise up to their greatest potential. Leverage on teachable moments.

Sharon Neo



About Me

Sharon Neo is the founder of Digital Influence Lab (a digital marketing agency appointed by the Singapore government to help local SMEs) and Digital Marketing Summit Asia (Asia's largest online summit in digital marketing), with over 7 years of experience in digital marketing for SMEs. Sharon started their first Internet business in 2001, at the age of 14, and has helped hundreds of companies and individuals over the years to improve their online presence and selling better over the Internet. Sharon graduated top 15% from Singapore Management University Class of 2010, with bachelor degrees in Social Sciences (Psychology) and Business Management (Finance),

and found great synergy in the both domains of knowledge to help businesses market themselves better in the marketplace.

Why do I want to be a Project Advisor

As an SMU alumnus, I have benefitted tremendously from my SMU education and ecosystem and would love to give back in meaningful ways that I can. Being a project advisor to help more students gain essential hands-on digital marketing experience is definitely one. Helping SMEs to grow their business online has been my key strength in the past 7 years and I'm happy to help more SMEs with their online presence.

What can you expect to learn from me

Digital marketing strategy and execution. Virtual summits. Online business models.

Tan Sing Eng



About Me

I have more than 20 years proven track record in Asia, specialising in FMCG marketing, brand innovation & general management. I started, drove and grew substantially some of the iconic beverage brands, understanding consumers, and finding solutions to marketing problems are key passion points, along with discovering new ways of seeking answers using the digital revolution. All in the name of pursuing the Consumer....

Why do I want to be a Project Advisor

To share the knowledge and varied experience I had gained over decades in the many areas of business, with the next generation of business and community leaders in your learning journeys ~ but through a different lens. To offer you relevant, practical and pragmatic advice and approaches to solving marketing, business and strategy problems. To facilitate and guide you and your team as you navigate through the demands of fulfilling your role and objectives of the real business project assigned to you.

What can you expect to learn from me

You will learn practical applications of the principles learnt in your marketing and strategy classes to real problems faced by companies in fast moving business environments.

Victor Kwan



About Me

I've been running automotive businesses for most of my career. The brands that I've managed are as wide ranging as you can imagine. From entry level Korean runabouts like Kia to Japanese boy racer & family favourite Honda to mid - tier Swedish icon Volvo to the current British luxury marques of Jaguar & Land Rover. Regardless of the consumers you are targeting, I've learnt that the basics of imaginative marketing and good salesmanship apply to all.

Why do I want to be a Project Advisor

Working with young minds energises me as much as I hope to energise them! I also love to play my part in helping local SMEs. After all, any one of them could be the corporate titans of tomorrow.

What can you expect to learn from me

I've often linked the team's ideas to my own experiences, both in business and in life. Through this, we can all have a better judgment of what works and what doesn't. Most importantly, I hope the team has fun throughout the project because the best works are created while we are enjoying the journey.

Victor Ng



About Me

I am currently the Executive Director (Investments) & Futurist at Mistletoe, a mission-driven organization that nurtures and invests in start-ups working to solve the grand challenges of our world. Prior to Mistletoe, I started my career as a serial entrepreneur, before becoming a finance professional with diverse experiences in venture capital, private equity, M&A and investor relations. I have a BSc(Economics) and an Executive MBA degree from Singapore Management University.

Why do I want to be a Project Advisor

I like to help people and organizations achieve their potential. No better place to do it than at my alma mater!

What can you expect to learn from me

I aim to help you push your own boundaries, to work on the project in ways that you wouldn't have done on your own; through that, you can expect growth – provided you have humility and effort.

Wong Chee Foo



About Me

I helped small business owners and enterprise businesses improve their IT infrastructure and search engine visibility. After completing 270+ IT projects, I learnt that good planning ensures 100% success, whether you're in a new local startup or the global multi-cultural environment.

Why do I want to be a Project Advisor

I'm grateful for good advisors at the different milestone of my life when I was a student and as a new hire. Now, I want to give back to the young generation. I believe they are bold and creative. Sometimes, they need someone to hold their hands at the start, especially in the area they're not familiar. With good guidance and encouragement, I believe they'll soar high in this connected yet competitive world.

What can you expect to learn from me

If you've ever felt stuck with a challenging problem, you're in good hands. I'll help you ignite the creative problem solving skills in you. Besides able to advise you on technology know-how, I'll be your cheerleader as you step out of your comfort zone during this project.
