

Profiles of UOB-SMU AEI's Project Advisors

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 understand 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.*

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(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.*

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.

Karen Ong



About Me

I have been involved in sales and marketing functions for the past 15 years or so. The earlier part of my career in corporate life provided me with exposure to local as well as international companies and the myriad of issues and challenges of selling and marketing to different markets with their own idiosyncrasies and cultures.

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Moving on from there, I spent 9 years lecturing in mass communications, marketing and branding at NTU, SIM and NP amongst others.

Currently, I am in a senior management position in an educational establishment, thereby combining my sales and marketing experience with my knowledge of the education industry.

Why do I want to be a Project Advisor

I greatly enjoyed teaching and the interaction with students, and to be honest, in my current role, whilst still in the education industry, I no longer have the direct interaction with students I had in the past.

The opportunity to be a Project Advisor is of great interest to me as it allows me to continue to share knowledge and ideas with a motivated, intelligent audience.

What can you expect to learn from me

Learning for the sake of learning has its merits, but my interest is in taking classical marketing strategies as well as cutting edge ideas to help students create a cohesive, practical and cost-effective sales and marketing strategy.

Perhaps more important than this though is to guide students on how to integrate the sales and marketing function into the whole business ecosystem. Just as each part of our body has its own function which needs to be in synergy with the whole body to enable the body to function to its maximum potential; so it is with each department within a business. They need to be in synergy with the goals of the business to be effective.

My expectation (and yours too!) would be to advise and guide on how best to achieve this synergy.

Koh Niak Wu



About Me

I specialise in supply chain analytics, strategy deployment and operations management innovation. I am part of the team at Cosmiqo International Pte Ltd that drives change and now enjoys an 80 hour work week at the startup to avoid working 40 hour ones in my past lives at both public and private sectors. With my cross-functional background, I live in a rather surreal world of convergence and believe in the power of analytics and how it shapes business decisions. I limit my fluid intake so I can stay at the desk longer.

Why do I want to be a Project Advisor

I suppose it is really to deposit bits of what I have went through, to share some of my stories and to provide a different perspective of things to those who are willing. The adage on change (starting with you, or in this case, me) resonates strongly within. To do this, I try to spend a little less time procrastinating in order to bring (hopefully) some value to someone else's life.

What can you expect to learn from me

That's a tough question. Gee, I don't know. If you're into supply chains, operations management, analytics and entrepreneurship, I can probably guide you through some serious thought-provoking processes that will bring value to companies (either to others or yours). That aside, I may be able

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to share how you could chart your career path in a more productive manner. Run of the mill advice is pretty cliché these days especially since we live in a world that has never existed before.

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.

Marcus Loh



About Me

Currently Director of Corporate Communication for the Star Education Group, a holding company of Baring Private Equity Asia. Serves concurrently as Vice President of Brand, Marketing and Corporate Communication at one of Singapore's leading education institutions, PSB Academy. Held a variety of appointments in public affairs, media relations and brand strategy for the private

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and public sectors. One of 54 PR professionals in Singapore to be accredited by the Institute of Public Relations 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.

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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.

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.

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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.

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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.

William Fong



About Me

I have over 25 years of accumulated regional management experience with US, Japanese and European MNCs in sales, marketing and business development of high technology products in the Asia Pacific region. Currently, I am a Practising Management Consultant helping SMEs and PMEs to strengthen their capabilities for profitable growth.

Why do I want to be a Project Advisor

I enjoy teaching and working with students from different disciplines of studies. The opportunity allows me to hear what young people are thinking about the industry and to bounce ideas on them. I will be happy that one day they become entrepreneurs and transform our economy.

What can you expect to learn from me

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Since 2010, I have worked with student consultants in projects relating to retail business, social media, high technology, manufacturing and sales. Students benefit from meeting with industry leaders and entrepreneurs and apply their theories to solve real business issues. You will not be alone as I will be your guide and mentor and direct you subtly in an exciting learning journey.
