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## Profiles of UOB-SMU AEI's Project Advisors

### Adeline Teo



#### About Me

A passionate and results-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 & communications professional, Adeline has worked in Vestas Wind Technology, 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 acquisitions cycle and organisational changes. This broad-based spectrum has 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 a creative thinker, many would describe me as energetic, innovative and a problem solver. I am an unconventional marketing and communication professional who has worked in multinational companies with different cultures 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 are crucial part of career development.

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## Allan Huang



### About Me

I prefer to think of myself as a practical and well-grounded individual with an eye on how one can innovate and do things better. As a management consultant, I spend a lot of time working with businesses in their strategy formulation, digitalization 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. I am passionate to guide students to apply classroom theories to real-world situations. 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.

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## Dennis Mark Weng Leong



### About Me

#### Winning with a heart!

Dennis has more than 30 years of experience in the Information Technology industry and has held various senior leadership positions in regional strategic business units, sales & marketing functions, executive mentoring program in Asia Pacific. He built his reputation through strong engagement amongst stakeholders in developing human capital, business management processes and operation cadence. He also believes in leading change ahead of the curve to seize time & space for strategic impact and business results.

Currently Dennis serves as Advisor to Lantern.AI CEO. Lantern.AI is a startup mentor in providing “x-as-a-service” business model for SaaS/AI startups to scale where the world is heading!

As part of his community service, Dennis is presently serving as Singapore Red Cross Council member. In the board, he chairs the Humanitarian Assistance & International Response Committee. He also volunteers as the Deputy Director of Red Cross Youth leading the Capacity Development and Safety/Operations.

#### Why do I want to be a Project Advisor?

- To continue in my engagement with SME to better feel the pulse of the business dynamics and opportunities.
- Translating my experiences in regional/worldwide businesses to partner and value add towards SMEs’ successes.

- I enjoyed my days studying Executive Diploma on Directorship in SMU and as a guest lecturer for business school. Working with SMU students energized me and inspired me with new ideas and refreshing solutions.

**What can you expect to learn from me?**

- Established leader passionate in driving business innovation, break-through transformation and premium branding.
  - Skilled in translating business strategic intents into winning priorities, transformation initiatives and people/organization developments.
  - Experienced MNC Executive Talent Faculty in providing leadership development guidance as the Mentor to key executives.
    - International Business management
    - Marketing/sales GTM strategic intent and execution planning
    - General management leadership
    - Business portfolio/product life cycle management
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## Eugene Chen



### About Me

Eugene M Chen is a **Registered Management Consultant (RMC)** with over **22 years of professional experience** in the branding and creative industry as a **Creative Director and Brand Strategist**. He specialises in branding strategy, identity system development, brand-centric marketing and advertising campaigns.

He is the **Founder and Principal Consultant** of the branding and creative agency ELEFANT. A **Founding member** of the Founder/SME support platform For Founders By Founders. He is also an **Associate Principal Consultant** working with i1920 Inc, Ascend Marketing and Pivot Tree.

He has hands-on experience through the line from auditing, conducting surveys and market research and analysis to developing unique brand strategies and road-maps and even helping the clients to execute last-mile activation and campaign activities. His vast experience across a magnitude of industries and scale allows him to bring valuable fresh insights and ideas to each project.

Some key projects and clients include the inaugural **Asian Youth Games** held in Singapore, Singapore Airlines, Alibaba Cloud, Citibank, NTUC Club, Li-Ning Singapore Open, Yeos, The Select Group & Sorci-age by Wacoal, SITEX, Kin Tech Tong, Kinderland among others.

Eugene is an **Adjunct Lecturer** on branding and advertising and is a **Speaker on Branding** at various talks. He has taught and coached students and professionals. He is also proud to be also on the **Panel of External Consulting Mentors** with the Singapore Management University's (SMU) Small & Medium Size Company's (SME) Consulting Programme.

Eugene holds a **Masters Degree in Communication Management (UniSA)**, a **Bachelor Degree in Science (NUS)** and a **Cambridge International Diploma for Teachers and Trainers (Cambridge University)**.

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### **Why do I want to be a Project Advisor?**

I started my career with a Bachelor of Science Degree in Animal Biology. After graduation, I dove head long into the Creative industry. Hence I started off as a self-taught designer and worked my way up to become a brand consultant. The journey was long and I learnt many lessons the hard and painful ways with my fair share of costly mistakes.

You can learn theory from books but some knowledge can only be acquired with experience. And I wished I had a mentor who could share experience with me when I was starting out.

Now that I am in a position with significant experience and expertise, I feel I can effectively share my experience with the younger generation so they can gain some insight without having to go through those painful lessons themselves. My satisfaction comes from knowing I made a difference sharing my knowledge and experience with them.

I enjoy working with young minds as I feel I can also gain new knowledge and perspective working with them. So to me it's a 2-way exchange of ideas, thoughts and experience and we grow together.

### **What can you expect to learn from me?**

My area of speciality is in branding and communications. So you can expect to gain deep insights into:

1. Auditing the brand – scoping, internal brand audit, external market research, conducting surveys
2. Data Analysis – distil data to essence, using rubric based scoring assessment
3. Strategy Development – Identify gaps and opportunities, craft unique brand stories, propose strong brand identity,
4. Road Map Building – Plot a multi-phase brand building road map, Identify key brand building milestones, make recommendations internally and externally
5. Activation – Awareness campaigns, engagement activities, Brand ambassador grooming, internal culture building.

I see myself as a mentor-team mate. So you can also expect me to have genuine vested interest in the project for the client. This means I aim to deliver professional quality work to the client and you will gain all the experience of what it takes to deliver this level of work. In doing so you will have a consulted on a project that you will be proud to have on your resume.

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## 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.

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## 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.



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## Karen Lur



### About Me

I have more than 22 years of experience in both human resource consulting as well as regional human resource management in senior leadership roles within the consultancy, professional services and life insurance sector.

My competencies in human capital management includes review, develop and implement core, technical and leadership competency framework, compensation and benefits, performance management, learning and development, talent management, leadership assessment and coaching and facilitate change.

Since 2015, I have been supporting mainly SMEs and MNCs to elevate their human capital capabilities to be the Employer of Choice. I am also part of Enterprise Singapore (ESG) SkillsFuture Mentor assisting local enterprises to create a development culture through mentoring and coaching them to design and implement a robust learning and OJT programme. Being professionally trained in coaching, I coach senior leaders on leadership development and succession as well as career transition.

I am a certified Senior Professional by IHRP and a Certified Management Consultant (PSCMC) by TUV SUD meeting the requirements of ESG. I am also part of ESG Panel of Expert in the areas of Human Capital Development & Leadership Development to support SCALE-UP local Enterprises.

### Why do I want to be a Project Advisor?

As a Human Capital Mentor and Professional, I believe that a learning mindset is key to both personal and professional development and growth. As such in consulting project my approach incorporates both coaching and mentoring principles to enable skills transfer and knowledge sharing.

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Hence, my motivation to be a Project Advisor not only includes the interest to coach and share my competencies and experience supporting the student teams in their journey of learning from a practical angle, but also attain a greater understanding of the new generation perspective, interest, motivation and strengths which could value add in the new world of work.

**What can you expect to learn from me?**

In addition to technical competencies in human capital management and learning development, the student consultants would have the opportunity to learn the art of understanding customers' requirements, proposing and designing solutions, project methodology and management as well as the role of being a business partner.

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## 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.

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## Kenneth Oh



### About Me

Business Graduate by Degree, and a Digital Marketer by volition, I started out when “digital marketing” was just a buzzword. But today, it is an undisputed discipline that deliver results. Throughout my roles in insurance, telecommunications, advertising, I enjoy the satisfaction of constantly producing sustainable revenue. Working in various SMEs and MNCs, I experienced the varied challenges that different companies bring, and still succeed in marketing intangible services that brings delight to the consumer and increased revenue for the business.

During my “non-working” time, I am either playing with my cats, or gaming with my kid.

### Why do I want to be a Project Advisor?

I was once a student consultant with the institute and learnt much from working on a “real-life” project. The knowledge and skills learnt was translatable to my professional career. As an advisor, I aim to provide a journey of growth, that will be valuable to your future careers/businesses. More importantly, I enjoy the process of working with different people, and be enriched by the experience that everyone will bring together.

### What can you expect to learn from me?

Working via an iterative style, you can learn how to constantly improve your findings, presentations and most importantly, your thought process. Having worked in a consulting firm before, I will be able to share methods and insights for project and client management. And most importantly, while what I will share is done for the project, but it is always targeted at being pertinent for your future career/businesses.

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## Kenneth Yap



### About Me

Kenneth is a Director at Magenta Consulting Services Pte Ltd and an accomplished HR advisor to local and foreign companies in Singapore and Myanmar. His clients include companies such as; The Star Learners Group, Cristofori Music School, Zeemart, AJ Hackett, Mint Museum of Toys, Kaplan Myanmar Institute and GEM Skills Limited (Dubai).

Prior to Magenta, he Co-founded Quantine Pte Ltd, and pioneered the use of Asynchronous Video Interview Recording via the web, as well as custom competency and functional assessments solutions. Quantine was invested by SPRING Singapore and TNF Ventures, and the company went on to secure a regional clientele with the use of her technology, which saw her solutions being deployed to candidates from all corners of the world.

During his time at Quantine, he worked closely with subject matter experts from Canada (Aptitude Assessment), SAP, Princeton University (PHP Competency Assessment) and NASA (Python Assessment) for the development of competency and functional job assessments. The assessments were later used to screen the aptitude and competencies of IT professionals, business analysts and operational research executives for private institutes, government agencies and digital media agencies.

These included notable clients such as; DBS Bank (Graduate Programme, Regional), The Nielsen Company, IDA Singapore, AVA, CYTA (Cyprus Telco), Crown Agents, Phoenix Contact S.E.A, Lithan Hall Academy, etc.

### Why do I want to be a Project Advisor?

This is a great opportunity to work with Students as well as SMEs on HR related topics. I enjoy sharing my experiences with students, while providing SMEs with a practical approach to address their HR challenges.

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HR practices on the ground can be very different from what students may have read from textbooks. I hope to impart essential knowledge and skills that would help them progress and think differently in the future. Along the way, I hope to learn something from the Students and SMEs that I will be working with as well. I'm confident that this learning journey will be mutually beneficial for all parties in this programme.

**What can you expect to learn from me?**

You would likely get to step into my shoes as a HR consultant as well as a technologist and innovator at heart. I would take you through my thought process and provide you with valuable insights towards practical applications of systems, frameworks and methodologies used in the real world of SME consulting.

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## Leong YH., Raymond



### About Me

Most businesses have their own unique competencies to thrive for greater success. The question is how to navigate through the market to find the niche and evolve their strategies within their company's blueprint over a foreseeable timeline to attain the goals.

Raymond Leong is a forward-looking strategist having years of dynamic work experience in emerging SME's and businesses. He is a certified management accountant (CMA), a member of Institute of Certified Management Accountant (ICMA) and holds a MBA (Strathclyde, Glasgow), enabled him to look at businesses in a wider perspective to drive change with a purpose driven and sustainable strategy. Relevant experience includes managing finance, tax planning & advisory, delivering business strategy and developed systems and procedures to improve operational quality and team efficiency are among the essential organization skillset demanded by most business from the initial start-up to large scale of SME business expansion.

### Why do I want to be a Project Advisor?

When a business succeeds in building on a strong foundation based on the real competencies, it thrives. I believe most of the Singapore home grown businesses have this quality to excel and capable of building a highly adaptable and sustainable business in the rapid changing market. Both systems and talent management (human capital) are equally important in driving strategic re-alignment and producing the desired financial outcomes.

Let's delve deep into knowing the underlying issues are facing the businesses. I am sure the advisory reduces the learning curve of any businesses while enables exponential growth in a positive way for many businesses amidst of the business uncertainties.

My motivation in becoming a Project Advisor is to witness businesses succeed in becoming purpose driven business leaders that drive change to benefit the business community, society and environment.

**What can you expect to learn from me?**

Help to develop a highly focus on clarity of the thought to discover the unique and true competencies of businesses and turn them into practical, strategic and creative solution, especially in the unique perspectives facing small and medium businesses.

Learn about creating a robust scenario analysis of financial and non-financial impact to develop market strategic options before student consultants wheel out the sound strategy. “A hands-on learning experience in the real-world situation and develop a truly remarkable view to present yourself to the world.”

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## Loh Shurn Lin



### About Me

Shurn Lin is a strategic marketer with a strong business acumen and passion to drive businesses. She has more than 25 years of track record in business management and marketing at public listed companies such as Jardine Cycle & Carriage, Courts Asia and StarHub.

She spent a total of 18 years in the automotive industry, marketing major brands like Mercedes-Benz, Mitsubishi, Kia and Citroen in both Sales and Aftersales and heading the Auto Financing and Insurance business of the Group. She also spearheaded a strategic business project with a tech start-up in the Mobility-as-a-Service space, in the bid to future-proof the automotive business.

Shurn Lin is now an Independent Consultant and Mentor at Sloth@Work, providing business strategy and marketing consulting services for companies and start-ups. A firm believer of “Less is More”, both at the work place and home front, she believes it is important to be strategic in perspective and decision-making, so that one’s limited resources are focused on things that truly matter.

### Why do I want to be a Project Advisor?

I enjoy the breadth and depth of consulting work we do for the SME clients from a wide variety of industries. I find it deeply rewarding and satisfying, working closely alongside the student consultant teams and Project Managers of UOB-SMU AEI, and successfully helping these SME clients overcome their business challenges with our practical recommendations and solutions. I am also energised by the enthusiasm of the student teams.

### What can you expect to learn from me?

Strategic thinking and marketing are my forte. I like to share perspective and provide wise counsel to the student consultants, get them to think out-of-the-box novel and productive ways to business challenges. Hopefully, like me, they will learn to never stop learning, never give up and remember to enjoy and share the ride along the way.

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## Marcus Loh Bang Wei



### About Me

[Marcus Loh Bang Wei](#) is senior vice president and senior director at Burson Cohn & Wolfe (BCW), a global public affairs and integrated communication firm. In 2019, he was also elected as president of Singapore's apex body for communication professionals, the Institute of Public Relations of Singapore and a fellow of Singapore's "Company of Good" program.

He feels fortunate to have a career he loves spanning public affairs, brand strategy, marketing as well as strategic communication for MNCs, SMEs and a United Nations programme for Singapore. Prior to BCW, Marcus was regional director at Tableau Software, the world's leading visual analytics company. He headed public affairs, media and analyst relations, customer advocacy and marketing for Tableau's Asia Pacific region, covering Australia-New Zealand, Japan, Southeast Asia, India, Korea and the Greater China Region. Before Tableau, Marcus was vice president and director at a pan-Asian private education group. 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 was named a "Singapore Business Review Notable Chief Marketing Officer under 40" and featured in the "LinkedIn Power Profile for Marketing Professionals" in 2017. He is passionate about helping people thrive in the data age and enjoys serving in various community, industry, non-profit and academic institutions. His views on data literacy and socio-economic developments have been published in The Diplomat, CNA / Channel NewsAsia, The Straits Times, The Business Times, Singapore Business Review among others. He holds an M.S from Michael Smurfit Graduate Business School and won a scholarship for his second master's degree from the Singapore Management University and Università della Svizzera italiana.

### Why do I want to be a Project Advisor?

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 a scholarship that was offered for SMU's



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Master of Science in Communication Management program. It is only right that people who have benefited from the system do our part to give back to the broader community. I hope that my modest support for the UOB-SMU Asian Enterprise Institute will go toward 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.

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## Ng Boon Hua, Alex



### About Me

In the last 30 years, Alex has worked in the worlds' the largest Food and Beverage company specializing in sales and marketing. Starting from front line sales, he progressed to various roles in the commercial hierarchy. As a senior management staff, he led business divisions in different countries, regional and global levels. Half way through his career, the company made him an international resource so that his knowledge and experience could be leveraged to develop the businesses in different countries. He has worked in Singapore, Malaysia, Hong Kong, China, Japan and Switzerland.

Commercial profile:

- Experienced in Commercial, Marketing and Sales leadership roles at local, regional and global levels.
- Strong background in FMCG – Beverages, Dairy and Culinary categories.
- High level of knowledge and skill in the Foodservice trade and business development with the Out of Home channels.
- Skilled in expanding & managing regional key customer accounts.
- Proficiency in Regional Sales Force Management, Customer Relationship Management, Distributor Management, Sales Capabilities Programs.
- Adapt in working culture of various countries in Asia Pacific.

### Why do I want to be a Project Advisor?

To leverage and share my commercial experiences and learnings that I have accumulated over my career from a globally established MNC and through business relationships with many successful customer companies. I find it exciting to collaborate with students to seek answers and solutions to help participating SMEs to strengthen their business plans and processes.

### What can you expect to learn from me?

It is critical in every project, the consulting team has a clear approach and understanding of what the answers and solutions that the client is seeking. Having been on both side of the fence as a client and a consultant on numerous occasions, I bring to the team insights on the best practices from other cases and guidance in managing the client and their expectations effectively.

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## 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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## Dr Patricia Lui



### About Me

Dr Patricia Lui is a faculty member of Marketing Discipline at the Lee Kong Chian School of Business. Patricia holds degrees in Bachelor of Arts, Master of Commerce (Marketing), Master of Management Research; a Diploma in Marketing from the Chartered Institute of Marketing, UK; and a PhD in Marketing. She specializes in services marketing, digital marketing, consumer buyer behaviour, and brand management.

As a lecturer of marketing, Patricia teaches in both undergraduate and postgraduate programmes. She has been one of the top faculty members and on the Dean's teaching list since 2016. She was the nominee of the outstanding adjunct at SMU in 2017, and the recipient of the Teaching Excellent Award in 2014, Teaching Merit Award in 2012 and 2011 at Singapore Institute of Management.

Over the years, Patricia has advised and consulted companies in marketing. She regularly conducts corporate training programmes and public seminars for senior management and corporate executives. Her participants include many from Australia, Bangladesh, China, Hong Kong, Finland, India, Indonesia, Japan, Macau, Malaysia, Myanmar, Nigeria, Singapore, Taiwan, and the UK. These participants came from organizations such as ABB, ACRA, Canon, Epson, DBS Bank, Dairy Farm, Hyflux, Manulife, Ministry of Manpower, Panasonic, Philips, Shure, Simens Medical Instruments, Spring Singapore, Sennheiser, Sanofi-Aventis, Spring Singapore, Starhub, SingTel, Standard Chartered and Tourism Victoria, etc.

Patricia also held the Course Chair for Marketing Research at SIM University and was the Discipline Chair for Marketing for SIM Global Education. She was invited by the renowned Peking University and Jinan University in China to conduct seminars at their Graduate Schools. Before joining SMU as a full-time faculty, Patricia worked in advertising, media, research, and consulting industry for over 20 years. She ran her own business in advertising services, consulting, and training.

### Why do I want to be a Project Advisor?

As a faculty member of the LKC School of Business, my role will be more meaningful if I can

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empower my students and help SMEs along the way. I value the opportunities to work with Millennials. They understand technology and trends. I will undoubtedly benefit from learning from it when working together with them as a team. I want to make a difference with these people, and that matters the most.

**What can you expect to learn from me?**

The most motivating factor for me as a project advisor is the commitment of the project group members. It works both ways. I will prioritize my time for the group and come well-prepared to advise the group. The first step is to understand the group's expectations and the challenges they are facing. I will work with the group to find ways to research, plan, develop and implement the strategies. The group will learn how to apply knowledge and improve communication and teamwork skills.

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## 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.



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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 solving 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.

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## Samantha Kwan



### About Me

Samantha has 9 years of experience in the field of marketing, with a breadth of experience in Advertising, Marketing Communications, Brand and Programme Management across B2B and B2C. She started her career as at Unilever, launching different personal care, home care and refreshment brands across Southeast Asia and Australasia. She currently works as a Global Small & Medium (SMB) Marketing Manager at Facebook, based in Texas, USA. Samantha is passionate about social inequality and is interested in social enterprises. Creative with an entrepreneurial spirit, Samantha started Project Cookoh during the Circuit Breaker in Singapore in April 2020, a project helping low-income stay-home mothers in the rental neighbourhood of Jalan Kukoh start home-based businesses, with the goal of income generation for their families. These mumpreneurs are part of ReadAble, a literacy non-profit, where she has been actively volunteering since 2015.

### Why do I want to be a Project Advisor?

As a SMU alumni, I too was a student consultant with UOB-SMU back in the day! Being a UOB-SMU project advisor gives me the opportunity to share real-world perspectives and gives experienced insights to students, which I believe are necessarily for professionalism of the projects. I love working with students, and find their energy and passion to be inspiring.

### What can you expect to learn from me?

As an experienced marketer with background in FMCG and currently in tech, I can provide expertise in these fields and help shape the thinking of students by including professional insights.

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## 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 a 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.



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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.

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## Simon Siah



### About Me

Simon Siah is an Ecosystem builder, Business Advisor and Serial Entrepreneur with a unique combination of experiences and track record of successes with MNC, family businesses and entrepreneurial start-up across industries in arts and culture, consulting, education, F&B, marketing, retail and technology sectors. An advocate for innovation as the next strategic imperative for companies, Simon is passionate with helping companies to innovate for sustainable growth and achieve a competitive advantage in the race to beat disruption. Simon works tenaciously with a proven ability to deliver high value and innovative solutions.

Simon is currently Innovation Consultant at the National Gallery Singapore, providing thought leadership and drive initiatives to build Y-Lab, an innovation lab to be the leading hub for Art-Tech projects for Singapore and the Southeast Asian region. He is also a TedX speaker and shares regularly in the areas of design thinking and business innovation. He is a strong believer in lifelong learning and holds a Masters in Innovation from Singapore Management University.

### Why do I want to be a Project Advisor?

Being a Project Advisor allows me to give back and share my experience and knowledge with the student consultants. It also presents an opportunity for me to learn and understand challenges faced by SMEs across different industries. The role lets me widen my own breadth of experience while helping the student consultants to deliver successful projects for businesses.

### What can you expect to learn from me?

I look forward to sharing my experience as a serial entrepreneur, start-up mentor and experienced business Manager. The team will also learn business acumen, consulting and personal skills that are necessary to successfully create value for businesses. I hope to add value to the student's learning by bridging their classroom learning with real world business.

## Sriramagopalan (Sri / Sriram) Desikan



### About Me

I have been across blue-chip Brand building/Marketing/B2B Marketing/B2B Consultative Sales roles, engineering project management, corporate IT and a short stint in a start-up. I have worked across CPG (FMCG), Consumer IT and Social Media verticals. I have learnt from the best in the business at Procter & Gamble, Hewlett Packard, Facebook and LinkedIn. I am a failed entrepreneur to boot, and have advised start-ups - so I understand the start-up world to some extent.

### Why do I want to be a Project Advisor?

Being a project advisor is a privilege and helps me pay it forward. It keeps me in touch with how the younger generation thinks and acts. I will be able to help project teams deliver real-life impact – thereby acquiring skills and approaches that will help them in their careers.

### What can you expect to learn from me?

Thinking strategically: What specifically should be done and why? What should be left out and why?

Value proposition – What is the problem being solved? What new possibility is being offered?

How to enable people to convince themselves to buy a service/product?

How to put together a business model?

How to communicate effectively?

Managing and beating expectations

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## Stanley Kan



### About Me

Stanley is a serial entrepreneur, who presently runs and advise 5 Marketing & PR agencies, and he has over 7 years of experience In the realm of marketing, brand, lead generation and sales innovation.

He specializes in the art of sales and marketing engagement, particularly with Marketing Heads & CEOs ranging from SMEs, Conglomerates like GIC, Oki Data, Posco Daewoo, Panasonic, Sephora, Ferrari, Amway etc.

Stanley has grown businesses in markets across countries in APAC region as well as assisted numerous clients in advising how marketing & technology can scale businesses.

Stanley is also affiliated with an alliance of Digital Agencies internationally, and will be supported by a global team in the execution of the Digital Marketing Campaign in any part of the world.

### Why do I want to be a Project Advisor?

Personally, I have benefited heavily from mentorship in my early days of my career, and I would like to value-add to the next generation with my knowledge, expertise as well as experiences.

### What can you expect to learn from me?

You will get to learn from me on how to go about consulting companies to enable them to build full-stack strategic capabilities such as designing and executing their digital sales & marketing strategies to penetrate new markets and generate new business pipelines.

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## Tan Ghim Hwee (Ghims)



### About Me

Currently a Distribution Manager for South East Asia and Korea for Check Point software technologies, I have extensive first-hand experience with go-to-market strategies, partnerships, marketing and eco-system development for companies around the region.

From a day to day perspective, I work with partners to build the channel eco-system across South East Asia and Korea, and build capabilities to sell and market the Check Point solution.

Before Check Point, I led the go-to-market for a Singaporean startup, Shield, to the US, heavily involved in the hiring, sales and account management aspect of the business. I also met with investors and participated actively in the fund-raising process and investor engagement during my time there.

### Why do I want to be a Project Advisor?

I've gained much from my time as a student consultant at SMU, having stood on the shoulders of industry professionals who have gone before me.

The satisfaction of a well-executed project is something I would want every student consultant to take away with them - along with an exceptional relationship with the SME.

This is my way of giving back!

### What can you expect to learn from me?

My unique background of corporate + startup is not a common career path. You will get unique perspective on how to approach certain challenges (project specific or life specific). Importantly, a key focus of mine is to help develop agile thinkers, building off the foundations of your school work and developing new ideas and frameworks along the way.



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## Teo Sien Peng, Gerard



### About Me

I have 27 years of full-time work experience. I have mostly worked as an investment professional in multi-asset global investing, asset allocation, investment advisory & solutions, strategy and economic analysis. I have headed teams and have had to build investor franchises, design investment solutions, pitch for global investment mandates, work with consultants and undergo rigorous reviews with investment committees. Earlier in my career, I worked as a policy economist focusing on the Singapore economy and working on solutions to key challenges (such as competitiveness and productivity).

Chronologically, my employers have been Ministry of Trade & Industry, ABN-AMRO Bank, Government of Singapore Investment Corporation and Fullerton Fund Management Company.

### Why do I want to be a Project Advisor?

I aspire to actively contribute and make a difference to society.

Specifically, I have had the opportunity to build up a wealth of experience and I believe I can thus help to mentor and impart life skills to our young adults. I hope to help our young adults navigate the challenges of life, including pursuit of educational qualifications and cultivating skills for 21st Century workplace.

### What can you expect to learn from me?

Thinking critically. Asking the right questions, so as to work on the right solutions. Synthesis of information so as to sieve and arrive at what is important. Learning to be disciplined. How to effectively communicate key findings and actionable recommendations to stakeholders, such as via deckbuilding and presentations.

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## 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.

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## 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.

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