

# About Singapore Management Festival

The Singapore Management Festival is a Thought Leadership and Innovation platform in Singapore (and Asia) for the sharing and discovery of new ideas and innovative technologies. It is where collaborative relationships are formed to reframe perspectives in order to tackle the challenges in a VUCAH environment of the Next Normal (New Global Economic Order).

Established since 2015, the event has welcomed over 2000 senior attendees from diverse sectors and has featured prominent top management thinkers from diverse fields.

The 2021 edition will be a fully virtual experience, and is set to welcome over 500 attendees.

# Redefining Leadership in the Next Normal

The Post-Covid world will be radically different from what Normal used to be, requiring a new set of adaptive management skills, approaches and strategies. Is your leadership and corporate direction evolving at the speed of your business, the competition and the environment to cope with these systemic changes? This conference will focus on thought leadership ideas and systemic structures needed to navigate the Next Normal.



# Programme

## DAY 2 21 OCT (THUR)

0900 - 0910 **WELCOME**

0910 - 1020 **CUSTOMER INNOVATION PANEL**

### WHAT DOES IT TAKE TO EXCEED CUSTOMER EXPECTATIONS IN AN INCREASINGLY COMPETITIVE BUSINESS LANDSCAPE?

Customer experience is now the next competitive battleground for businesses across all sectors. Organisations that constantly innovate and exceed the customer's expectations will gain a strong foothold in the market - building customer loyalty that lasts. In this panel, hear from seasoned business leaders and experts on the secrets to delighting your customers, and what it takes to innovate with a customer-centric focus.

#### Speakers:

- Cecily Ng, Area Vice President and General Manager Singapore, Salesforce
- Garick Kea, VP Consumer Insights, NielsenIQ
- Kenneth Yeo, Head of Wealth Management Division, CreditEase Asset Management Singapore
- Dr Kevyn Yong, Chief Learning Officer, SIM

1020 - 1050 **MICROSOFT'S JOURNEY OF TRANSFORMATION FOR INNOVATION BREAKTHROUGHS**

- Recreating the mission and culture: What's the secret sauce for transformation & innovation success?
- Empowering the customers and partners through customer-centric & responsible innovation

#### Speaker:

Richard Koh, CTO, Microsoft

1050 - 1200 **SUSTAINABILITY PANEL**

### HOW DO COMPANIES EMBED SUSTAINABILITY AS PART OF THEIR PURPOSE FOR THE FUTURE OF WORK

Sustainability has now become a critical aspect of business strategy. Beyond credible sustainability reporting and practices, organisations that successfully transform and embed sustainability as part of their corporate DNA are well poised to thrive in the long term. Join us in this panel featuring business leaders and Chief Sustainability Officers as we debate on what it means to be a sustainable organisation in the Next Normal, and how we can align our business and sustainability strategies to achieve success.

#### Speakers:

- Tony Soh, Deputy CEO, NVPC
- Eric Lim, Chief Sustainability Officer, UOB
- Frederick Teo, Managing Director, Sustainable Solutions, Temasek
- Tan Bee Lay, Chief Sustainability Officer, ONE RHT; Director, RHT Green

1200 - 1230 **DEVELOPING SYSTEMIC THINKING FOR A SUSTAINABLE BUSINESS**

The shifting business and regulatory landscape has accentuated the need for organisations to be adaptive and agile. More than ever, the ability to manage systems-level changes effectively will be a core leadership capability and essential to the survival and sustainable development of any organisation.

## DAY 1 20 OCT (WED)

0900 - 0910 **WELCOME**

0910 - 1020 **LEADERSHIP PANEL**

### LEADERSHIP AND INNOVATION FOR THE FUTURE OF WORK

What does leadership mean in a post-pandemic world? Since the onset of the pandemic, the expectations of leadership have evolved drastically. Resiliency, ability to pivot, empathy are just some of the buzz words associated with good leadership. Join us and fellow leaders in this panel to reexamine, rethink and redefine leadership for success in the Next Normal.

#### Speakers:

- Yuen Kuan Moon, Group Chief Executive Officer, Singtel
- Ng Tian-Chong, Managing Director, Greater Asia, HP
- Rama Sridhar, Executive Vice President, Digital & Emerging Partnerships and New Payment Flows, APAC, Mastercard
- Carlos Alimurung, CEO, ONE Esports

1020 - 1130 **HUMAN CAPITAL PANEL**

### LEARNING, CAPACITY BUILDING AND TRANSFORMING FOR THE WORK OF THE FUTURE

The most successful organisations and leaders make capacity building a high-level priority. As businesses continue to evolve in a highly VUCAH world, how should leaders and business owners approach L&D and capacity building in order to achieve exponential growth?

#### Speakers:

- Lilian Tan, Chief Human Capital Officer, SATS
- Alvin Aloysius Goh, Executive Director, SHRI
- Frank Koo, Head of Asia, LinkedIn
- Sharon Teo, Senior Vice President, Corporate Services, MSIG Singapore
- Sanjay Gour, Leadership Consultant, Egon Zehnder

1130 - 1200 **FOSTERING A LEARNING CULTURE ACROSS BORDERS - A VISA JOURNEY**

In times of uncertainty caused by the pandemic, leaders and employees have to adapt to constant change and are also expected to meet their business' demands. In this session, Pauline will take you on a journey of how fostering a learning culture has created an opportunity for leaders and employees to learn, grow and evolve at the pace of change.

#### Speaker:

Pauline Sahetapy, Head-AP Government Education & Delivery Excellence, Visa University, Visa Inc

# Programme

## DAY 3 Young Business Leaders' Forum

22 OCT (FRI)

1100 - 1110

### SESSION CHAIR OPENING REMARKS

1110 - 1210

### YOUNG ENTREPRENEURS PANEL

#### LEARNING AND THRIVING AS YOUNG BUSINESS LEADERS

The world is full of great ideas and triumphs come to those who bring them to life. In this session, we assembled a panel of next-generation leaders who have found success at their young age. Be inspired by the open conversations on the highs and lows of entrepreneurship, and most importantly – what they learned as they pivot along their journey for innovation and growth.

#### Speakers:

- Sylvia Chan, Co-Founder & CEO, Night Owl Cinematics
- Jon Chua JX, Founder & Creative Director, Zendyll
- Serene Cai, Co-Founder & Head of Partnerships & Projects, Speedoc
- Ryan Chew, Co-Founder & COO, Tribe

# Featured Speakers

## Leading in the Next Normal



### YUEN KUAN MOON, GROUP CHIEF EXECUTIVE OFFICER, SINGTEL

Kuan Moon directs Singtel Group's global strategy and oversees its consumer, enterprise and digital businesses. Moon joined Singtel in 1993 and held several leadership roles in Marketing, Business Development and Sales. His most recent appointment was CEO, Consumer Singapore, from June 2012 to 2020.

In this role, he led the Singapore consumer business to deliver an integrated suite of mobile, broadband and TV services. He was also responsible for driving the Group's overall digital transformation as Group Chief Digital Officer from August 2018 to December 2020.



### NG TIAN-CHONG, MANAGING DIRECTOR - GREATER ASIA, HP

Tian-Chong is responsible for HP's business in the region, including Go-To-Market strategy, sales and marketing across PCs, Printers, Digital Press, 3D Printing and Managed Services for both commercial and consumer segments. Prior to his current role, he was President of HP's Asia Pacific and Japan operations.

With more than 30 years' experience at HP, he has held key roles in sales, finance, service and support as well as marketing, spanning consumer, channel, country, and regional portfolios.



### CARLOS ALIMURUNG, CEO, ONE ESPORTS

Carlos is the CEO of ONE Esports, the esports joint venture between ONE Championship, Asia's largest global sports media property, and Dentsu, one of the largest advertising and marketing agencies in the world. He is responsible for the overall vision and execution of ONE Esports' strategy and owns the P&L. Carlos joined ONE Esports as the former Chief Business Officer of Battlefy, the world's largest open esports competition platform.



# Featured Speakers

## Driving Human Capital Development & Capacity Building for Work of the Future



### **LILIAN TAN, CHIEF HUMAN CAPITAL OFFICER, SATS**

Lilian leads the SATS Group Human Capital team, SATS Academy, SATS Foundation, as well as the SATS Shared Services Centre. She is also responsible for driving the company's sustainability initiatives on Skills for the Future. Before joining SATS, Lilian held various senior Human Capital appointments in KPMG Consulting Asia Pacific, Singapore Computer Systems Limited and Singapore Telecommunications Ltd.



### **ALVIN GOH, EXECUTIVE DIRECTOR, SINGAPORE HUMAN RESOURCES INSTITUTE (SHRI)**

Alvin is the Executive Director at the Singapore Human Resources Institute (SHRI), and has provided end-to-end leadership in business transformation as well as created a new operating model that led to immense improvements in employee satisfaction and top-line business growth. He has over 20 years of experience in the financial and consulting industry, playing key roles in various business and human capital transformation projects.



### **FRANK KOO, HEAD OF ASIA, LINKEDIN**

Frank Koo is the Head of Asia at LinkedIn and is responsible for LinkedIn's Talent and learning business. Prior to LinkedIn, Frank was the Chief Operating Officer of BE Education. He has also held leadership roles in Pearson Education where he was President of Learning Solutions in APAC, and Oracle where he was Managing Director for Singapore and South Asia Growth Economies.



### **SANJAY GOUR, LEADERSHIP CONSULTANT, EGON ZEHNDER**

Sanjay is a core member of Egon Zehnder's Financial Services and Technology & Communications Solutions practices. He draws on extensive business transformation experience for global multinationals. Prior to joining Egon Zehnder, Sanjay gained over 20 years of experience facilitating large-scale business and digital transformations. Most recently, he led omnichannel wealth management and digital transformation at UBS Wealth Management in Southeast Asia.



### **PAULINE SAHETAPY, HEAD-AP GOVERNMENT EDUCATION & DELIVERY EXCELLENCE, VISA UNIVERSITY, VISA INC**

With nearly 40 years of experience in the payment industry, Pauline is currently Head of AP Government Education & Delivery Excellence of Visa University (VU). The first role involved design and delivery of programs to foster engagement opportunities and regulatory dialogue that facilitate an open and conducive environment for the Future of Commerce. Overseeing the delivery excellence initiatives at Visa University, Pauline manages the VU faculty program, one of the key pillars in driving a learning culture within Visa.

## Innovating with a Customer-centric Focus



### **CECILY NG, AREA VICE PRESIDENT AND GENERAL MANAGER SINGAPORE, SALESFORCE**

Cecily leads the Singapore business at Salesforce and is focused on enabling Singapore businesses in Asia to innovate, be more agile and connect with their customers in a whole new way. A seasoned tech professional, Cecily amassed 15 years of progressive experience and has worked with IBM, Microsoft and Sun Microsystems. An equality champion, Cecily is the Executive Sponsor for Salesforce Women's Network in Singapore.



### **GARICK KEA, VP CONSUMER INSIGHTS, NIELSEN IQ**

Garick is the Global Finance Vertical Leader as well as Singapore's Market Leader for Consumer Insights at NielsenIQ. His vertical experience also includes FMCG, government, retail and technology. His experience in research spans across qualitative to quantitative methods, small to big data and consumer to enterprise studies. Prior to NielsenIQ, Garick was the General Manager for Singapore and Regional Insights Director for Asia at Isentia. Before Isentia, Garick headed the Market & Consumer Insights function for BlackBerry in Asia Pacific.



### **KENNETH YEO, HEAD OF WEALTH MANAGEMENT DIVISION, CREDITEASE ASSET MANAGEMENT SINGAPORE**

Kenneth heads up the Wealth Management Division at CreditEase based in Singapore, where he is responsible for distributing the Top Chinese Fintech Conglomerate's Venture Capital, Private Equity and Real Estate Funds and Deals to Ultra & High Net Worth individuals and family offices. Based in Singapore, he has 18 years of wealth management experience.



### **DR KEVYN YONG, CHIEF LEARNING OFFICER, SIM**

Kevyn's areas of expertise include creativity, innovation, entrepreneurship and leadership, with a focus on design thinking, strategic leadership, leading change and digital transformation. He has delivered customised leadership and innovation programs for many corporate partners, including Amazon and ATOS in France, eBay and Nike in China, Deutsche Bank, Takeda Pharmaceuticals, and the UOB in Singapore. Kevyn was an Associate Professor of Innovation and Entrepreneurship at ESSEC Business and Associate Dean of Executive Education at ESSEC Asia-Pacific.



### **RICHARD KOH, CTO, MICROSOFT**

Richard is the Chief Technology Officer of Microsoft Singapore, responsible for engaging with key executive leaders across government, industry and academia; bringing in the macro technology landscape; and helping customers leverage technology innovations for their digital transformation. His focus areas include guiding technology policies, standards, legal and regulatory matters, as well as security, privacy and compliance decisions.

# Featured Speakers

## Advancing Responsibly for a Sustainable Future



### **TONY SOH, DEPUTY CEO, NVPC**

Tony is passionate about reimagining community and business systems to create a more gracious, sustainable and equitable society for all. He believes in the potential of every person to make full use of his or her talent to make a difference in the world. He is also a strong proponent of corporate citizenship and is confident that socially responsible and purposeful business is the way forward. In a career spanning more than three decades in the public, private and non-profit sectors, Tony has been involved in work covering strategy, policy, research, business development and operations.



### **ERIC LIM, CHIEF SUSTAINABILITY OFFICER, UOB**

Eric is currently leading a dedicated corporate sustainability office that is focused on achieving the Bank's sustainability objectives of helping businesses to advance responsibly, steering consumer wealth to sustainable investments and fostering social inclusiveness and environmental well-being. Prior to joining UOB, Eric was Managing Director and Head of Wholesale Banking Finance, Singapore and Southeast Asia for Standard Chartered Bank.



### **FREDERICK TEO, MANAGING DIRECTOR, SUSTAINABLE SOLUTIONS, TEMASEK**

Frederick Teo is currently responsible for capability programmes in sustainability-related areas within Temasek. This includes exploring innovative commercial capabilities and solutions in areas such as alternative clean energy and sustainable urban districts. He oversees the organisation of Temasek's annual Ecosperity conference and various advocacy and thought leadership activities around the Ecosperity platform. Prior to this appointment, he served as Director, Portfolio Management with responsibilities for studying the performance of some of Temasek's portfolio companies, including Singtel and ST Engineering.



### **TAN BEE LAY, CHIEF SUSTAINABILITY OFFICER, ONE RHT; DIRECTOR, RHT GREEN**

Bee Lay is the Chief Sustainability Officer of ONE RHT, an ecosystem of legal and professional services that consists of RHTLaw Asia LLP and the RHT Group of Companies. She is also Director & Principal Consultant of RHT Green where she leads a team of dedicated sustainability consultants in client projects ranging from strategy through to execution. Ms Tan is a specialist in carbon accounting and works with clients on decarbonisation strategies and value chain management.

## Bringing Ideas to Life: Thriving As Young Business Leaders



### **SYLVIA CHAN, CO-FOUNDER AND CEO, NIGHT OWL CINEMATICS FORBES 30 UNDER 30, CLASS OF 2016**

Sylvia is a competent leader whose selfless contributions brought NOC to its heights today. A naturally witty and versatile individual, she partakes in a myriad of on-screen roles which often leaves an indelible impression on its viewers. One striking feature that makes Sylvia such an outstanding online personality is her ability to remain true amidst the influencer 'rat race' within her industry. Her role as the President of NOC Community Club is strong testament of her sincerity as a person, as she engages in a great deal of volunteer work along with NOC members outside of her busy schedule.



### **JON CHUA JX, FOUNDER & CREATIVE DIRECTOR AT ZENDYLL, FORBES 30 UNDER 30, CLASS OF 2019**

Jon is a member and co-founder of The Sam Willows, arguably the most successful English music act in Singapore. His knowledge and boundless passion for music and entrepreneurship drove him to launch Zendyll productions in 2016. The company has worked with top acts in Singapore as well as with commercial brands such as 'Hugo Boss', 'Tag Heuer' and 'Adidas'.



### **RYAN CHEW, CO-FOUNDER & COO AT TRIBE FORBES 30 UNDER 30, CLASS OF 2020**

Ryan Chew is a second-generation serial entrepreneur and COO of Tribe, a deep technology innovation, talent & education platform supported by the Singapore government. Prior to Tribe Accelerator, Ryan served as Managing Director (Asia Pacific) and member of the Board of Director of Verlocal, a Silicon Valley startup. In 12 months, he grew the company from inception to a team of 10, helping more than 100 SMEs and freelancers turn their passion into their profession.



### **SERENE CAI, CO-FOUNDER AT SPEEDOC FORBES 30 UNDER 30, CLASS OF 2021**

Serene is the Co-Founder and Head of Partnerships & Projects at Speedoc. At Speedoc, she works with major healthcare institutions for clinical validation of digital healthcare, creating consortiums with industry partners to provide enhanced medical care through digital means, and generally finding new and safe ways to enhance healthcare delivery through technology.



# 3 Days of Thought-Provoking Conversations

## Book Your Tickets Now

TICKET PRICING	Early Bird Rate (Before 8 Oct)	\$28
	Regular Rate	\$75

To register now or to explore sponsorship opportunities, visit our [website](#) now or contact us at [festival@sim.edu.sg](mailto:festival@sim.edu.sg).

**REDEFINING LEADERSHIP FOR THE NEXT NORMAL**

What does leadership mean in a post-pandemic world? Join us and fellow leaders in this 3-day forum to re-examine, rethink and redefine leadership.

**RELEARNING AND INNOVATING FOR THE FUTURE OF WORK**

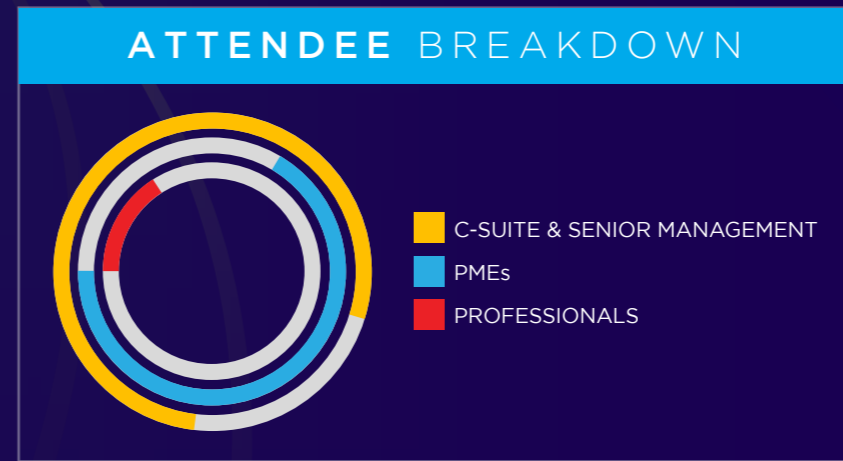
Are your strategies adapting and evolving at the speed of your business in this VUCAH world? Hear from forward thinkers on what it takes to thrive in 2021 and beyond.

**RETHINKING PERSPECTIVES FOR EXPONENTIAL GROWTH**

What's the secret sauce for scaling exponentially? Hear the success stories and insights from leading industry players.

## Establishing Connections & Inspiring Innovations Since 2015

Singapore Management Festival is Singapore Institute of Management's signature event established since 2015. The event has welcomed over 2000 senior attendees from diverse sectors and has featured prominent top management thinkers.



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