

JOB DEVELOPMENT PARTNER PROGRAMME - INDUSTRY TRANSFORMATION ADVISORS (JDPP ITAs) LIST

Programme Manager



Supported by



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List of JDPP ITAs

1. SBF – Quah Siew Heng
2. SBF – Lam Kong Hong
3. SBF – Cody Lee
4. AAIS – Loh Wai Cheong
5. ACAPS – Jensen Chen
6. ASME – Justin Ma
7. ASMI – Ryal Wun
8. RAS – Foo Suan Dick
9. SFIC – Lawrence Au
10. SFMA – Alex Teo
11. SFMA – Jasmine Low
12. SGA – Claudius Ng
13. SICCI – Selvaduray Manikam
14. SGPA – Amelia Ho
15. SLA – Fabian Wang
16. SMTA & STA – Lu Cheng Yang
17. SRA – Cynthia Ng
18. SRA – Stephen Sing
19. WMRAS – Jonah Joshua Simon

QUAH SIEW HENG



Quah Siew Heng is a practitioner in digital transformation and with his deep business management experience, he specializes in strategic management and operational excellence consulting by leveraging his 25 years in senior management in IBM and Atos at Asia Pacific/ASEAN level and his past experience of running the IT operations for Temasek Holdings. He has hands-on experience in transforming 2 companies and is a Board member in a SME manufacturing company. In addition, he is an Adjunct Associate Professor teaching the NUS MBA core module on Corporate Strategy and developed/delivered a Digital Strategy module.

Proven results-driven transformation focus

Deep practical experience in business management

Strong digitalisation implementation background

Singapore Business Federation (Wholesale Trade)



LAM KONG HONG



Lam Kong Hong is a Senior Industry Transformation Advisor for the Singapore Business Federation (SBF) under the Jobs Development Partner Programme (JDPP). He helps companies develop an overall sustainability and ESG (Environment, Social, Governance) strategy for growth. This includes goal setting, identifying resources, stakeholders engagement, developing action plans, roadmaps, and connecting with expertise for project execution. Kong Hong has more than 40 years' public and private sector experience, managing multi-functional units in leadership positions with proven success in spearheading organisational transformation and growth. In particular he led the SMEC Secretariat at SBF, setting the framework for active engagement with government.

Sustainability and ESG Strategy Development
Enterprise Growth Strategy
Quality and Measurement Systems Advisory

Singapore Business Federation (Wholesale Trade)



CODY LEE



Cody Lee is a Senior Industry Transformation Advisor under the Singapore Business Federation. He enables companies to achieve sustainable growth locally and internationally by guiding senior business executives to develop new strategies, acquire new capabilities and build the right implementation team. He is particularly involved in the transformation of family businesses. Cody has extensive global business experience in more than 140 countries globally for multiple industries in his 15 years in SBF. He has also built new ventures and undertook senior management positions in various businesses in AI & Analytics, biotechnology, aquaculture, and real estate.

Internationalisation Strategy

Growth & Transformation

Digitalisation & Leadership Development

Singapore Business Federation (Wholesale Trade)



LOH WAI CHEONG



Loh Wai Cheong is a highly organized, problem solving, results-oriented, and decisive hands-on Business Leader in the High-Tech Manufacturing industries (Aerospace, Energy, Semiconductor, Additive Manufacturing) with Multi-Site Operations management experiences and Full P&L responsibilities. Competent in lean manufacturing, Kaizen, P&L details, strategic growth planning, business re-engineering, and business development. Have always been involved with strategic introduction of new Technology and Innovation to accelerate business transformation and enhancing competitive edge of businesses. Well versed with Financial Modelling, DCF, IRR, and ROI computation. Wai Cheong holds a BSc degree (Summa Cum Lauder) in Manufacturing Engineering under the Sundstrand-EDB Scholarship Scheme, and a MSc degree in Computer Integrated Manufacturing.

General Management; Financial Modelling (ROI/IRR/DCF); Growth Strategy
6-Sigma/Lean Manufacturing; Business Process Optimization
Industry 4.0 Technology/Innovations; Digitalization

Association of Aerospace Industries (Singapore) (AAIS)



JENSEN CHEN



Jensen Chen is a Certified Productivity Consultant with extensive experience in the food manufacturing and food services sector, Jensen has a strong background in leading transformation projects in the areas of job development/redesign, productivity, digitalization, and innovation. His track record of success with the C-Suite and is dedicated to helping companies transform and achieve business sustainability through his business advisory services. Jensen is committed to helping businesses reach their full potential and thrive in an ever-changing market.

Job Development/ Redesign
Productivity
Digitalisation and Innovation

Association of Catering Professionals Singapore (ACAPS)

ACAPS
Association Of Catering Professionals Singapore

JUSTIN MA

With qualification and practice specialised in innovation and entrepreneurship, **Justin Ma** assists SMEs to leverage on integrated innovation with Singapore's strategic advantage and government assistance for sustainability. Capitalising international business exposure and collaboration network, enables business owners in implementing holistic transformation covering innovation and human capital. Being proficiently bilingual in English and Mandarin, coupled with multi-cultural immersion and community service exposure, builds strong stakeholders' relationship among SME Eco-system partners including Government agencies, TACs and businesses. Championing for SME development globally since 1995, such as highlighting SME importance at APEC 2001 and World SME Convention 2002, initiating international business standard accreditation for China SME internationalisation, serving WUSME, etc.

Studied and practised formally Innovation and Entrepreneurship
Championing for SME development globally since 1995
Transforming business with integrated innovation



Association of Small & Medium Enterprises (ASME)



RYAL WUN



Ryal Wun has served at national and international levels, including Deputy Executive Director at the UN's Global Compact Network Singapore (GCNS), and Managing Director of the World Bank's Carbon Pricing Leadership Coalition (CPLC) Singapore.

Among other programmes, he has spearheaded the following:

- The LowCarbonSG Programme, a nationwide capability-building initiative to enable Singapore businesses to monitor and reduce their emissions
- Production of the inaugural Singapore Business Carbon Report 2021 – the first of its kind in Singapore.
- Overseeing the sustainability component of the first Sustainability-Linked Loan (SLL) for Singapore marine SMEs.

Ryal is certified in GHG Protocols and ISO 14064 carbon reporting and verification by the Canadian Standards Association.

Sustainability and Decarbonisation

Innovation and Digitalisation

Certified in ISO 14064-1 and ISO14064-3 carbon reporting and verification

Association of Singapore Marine Industries (ASMI)



FOO SUAN DICK

Foo Suan Dick is a Senior Industry Transformation Advisor under the Singapore Business Federation. He is currently on full-time secondment to the Restaurant Association of Singapore (RAS).

As a senior ITA, he will work with and assist F&B companies to address business challenges and provide growth opportunities by identifying and realising transformation strategies and projects.

Strategic Planning and Review
Business process review and transformation
Systems integration and Implementation



Restaurant Association of Singapore (RAS)



LAWRENCE AU



Lawrence Au is an experienced and hands-on in developing Business and Operations Transformation Roadmap for companies to achieve sustainability goals which include Operations Restructuring via workflow process productivity improvement, digitalisation for operations data management, Industry 4.0 transformation and human capital competency improvement (include job skill enhancement / job redesign). Internationalisation via business development, partnership, and collaboration. Financial Management to support Business and Operations Transformation

Workflow Process & Productivity Improvement
Industry 4.0 Transformation
Sustainability Roadmap Development

Singapore Furniture Industries Council (SFIC)



ALEX TEO



Alex Teo has about 14 years of experiences in strategic business planning, framework development and food compliance experiences across APAC regions. Alex holds a Bachelor of Science in Management, Diploma in International Trade as well as Diploma in Nutrition Science. He had served in both SMEs as well as international MNCs.

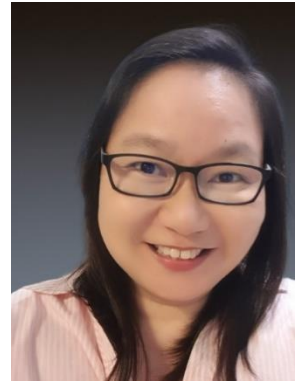
Currently, Alex is assisting local SMEs to evaluate their food export in the areas of international product design, compulsory nutritional and ingredients requirements for various markets, allergen management programme as well as broad-based areas such as supply chain, international trademark and cross-border trade compliances.

International Food Compliance	/ Helps companies exports
Product Design	/ Value Adding for brands and products
Nutritional Evaluation	/ Better food for the ecosystem

Singapore Food Manufacturers' Association (SFMA)



JASMINE LOW



Jasmine Low has 22 years of experience in the sustainable development sector, working with public/private stakeholders in waste and carbon emissions reduction, training, ESG integration, etc. She has a B. Sc degree in Environmental Studies (Yale University), which focuses on life sciences and social-behavioural sciences. She is also a Practising Management Consultant with the Singapore Business Advisors and Consultants Council (SBACC).

In 2015, she founded SED Consulting, which helps companies accelerate decarbonisation through hardware (technology, data analytics) and heartware (cultivating ESG habits). Her current role is Senior Industry Transformation Advisor with SFMA - secondment nominated by SBF. Her ultimate aim is to create economic power and contribute to the green businesses.

Sustainability Alliance
Sustainability Solutioning
Integrating Sustainability for Business Growth

Singapore Food Manufacturers' Association (SFMA)



CLAUDIUS NG



Claudius Ng is currently the Senior Industry Transformation Advisor under the Singapore Business Federation. He helps companies take advantage of the unpredictable environment to strategize for sustainable growth. His area of focus is on building growth methodology into traditional business models.

Before this appointment, Claudius is the founding President of the Singapore Chamber of E-commerce. In his term, Claudius helped built a community of local and global counterparts to bring digital capabilities into Singapore's e-commerce ecosystem. His vision is for every Singaporean business to be able to compete and collaborate with companies on the global stage.

Growth Strategy
Ecommerce Capability Development
Leadership Development

Singapore Glass Association (SGA)



SELVADURAY MANIKAM



Selvaduray Manikam is the Industry Transformation Advisor seconded under the Singapore Indian Chamber of Commerce & Industry. He connects with the business community through strategic partnerships and collaborations to enhance capabilities and competitive advantages.

Prior to this appointment, Selvaduray has been the Head of Community Engagement, Strategic Partnerships and Outreach. His forte includes business consultancy, digitalisation & transformation projects for businesses. Selvaduray helped enterprises to establish their USP through the differentiation strategy. He firmly believes that a structured approach for organizations will bring sustainable growth in the long run.

Transformation / Digitalization
Change strategies
Sustainability



Singapore Indian Chamber of Commerce & Industry (SICCI)



AMELIA HO



Amelia Ho is currently the Senior Industry Transformation Advisor under the Singapore Business Federation. She helps companies take advantage of the unpredictable environment to strategize for sustainable growth. She specializes in using the scaling up growth methodology to develop a strategic and collaborative team and management. This framework aims to increase profitability, position the company for growth and boost its reputation. She also works closely with business solution providers to redesign workflows and processes through automation and technologies, to maximize efficiency.

Before this appointment, Amelia provided project management consultancy services to companies in configuring their business solutions in core capabilities – business strategy development, financial management, human capital development, services excellence, strategic branding and marketing development to help companies in their growth and transformation business.

Growth Strategy

Job Redesigns

Human Capital Technology Solutions/Transformation

Singapore Productivity Association (SGPA)



FABIAN WANG



Fabian Wang is an APICS Certified Supply Chain Professional (CSCP) and Certified in Planning and Inventory Management (CPIM), with international working experiences spanning across ASEAN, China, India, Solomon Islands, Africa and Mexico. He has helped companies successfully implement ERP and WMS systems to transform their businesses, significantly increasing their effectiveness and efficiency, as well as, developing solutions that are more responsive to customer demand. Fabian holds an Advanced Certificate in Training and Assessment; he believes that developing human capital is a key driver to a company's success, and sustainability will increasingly becoming an integral part of the company culture.

APICS Certified Supply Chain Professional and CPIM
Transforming business through digitalization
Human capital development & Sustainability advocate

Singapore Logistics Association (SLA)



LU CHENG YANG



Cheng-Yang is currently the Senior Industry Transformation Advisor (ITA) under the Singapore Business Federation (SBF). He assists companies to ride on the current uncertain business environment to strategize for sustainable growth. His areas of focus are digitisation, building capabilities for the future and sustainable growth.

Cheng-Yang was the Secretary-General for the Singapore Chinese Chamber of Commerce & Industry (SCCCI) from 2018 to 2022. He has vast experience in helping companies digitise, going overseas and building up company strengths. His belief is every Singaporean business could compete, leverage and collaborate with companies on the world stage.

Digitisation
Capability Building
Leadership Development

Singapore Motor Cycle Trade Association (SMCTA)
Singapore Timber Association (STA)



CYNTHIA NG



Cynthia Ng is a dynamic and collaborative business development professional with work experiences in both supplier and retailer verticals in more than 20 years in FMCG and Retail sectors, Cynthia is well-positioned to recognize and comprehend the demands of the businesses. In her previous roles in the Retail Industry, she has been instrumental in driving the organization's strategic initiatives that improved inventory management, increased sales and profit. With a growth mindset and champion change, Cynthia led the transformation path through workflow redesign, workforce reskilling and retraining, process automation, and successfully elevating the team's skills to support the organization's and the industry's evolving needs. Cynthia is one of the recipients of WDA Scholarship for Bachelor of Arts with Honors in Retail Marketing 2014.

Eye for detail as Retail is Detail
Collaborate and Co-Create Opportunities
Champion Change that are Scalable and Sustainable

Singapore Retail Association (SRA)

STEPHEN SING



Stephen Sing is a versatile entrepreneur, excelling in the public sector, academia, and private work. His career includes being the retail and tourism sectoral transformer of IMDA, a lecturer in the retail institute of Nanyang Polytechnic, and the co-founder of Odex Pte Ltd, a successful business in IP licensing, amongst others.

As a consultant, Stephen specializes in business growth, digitalization, and training. With a keen understanding of the digital landscape, he helps organizations navigate the challenges in the digital era, capitalising on his multifaceted business insights to offer strategic insights and help companies capitalize on emerging opportunities

Assist in Business Growth Opportunities
Digitalisation / Solutioning with a human focus
Training / Sharing future-ready knowledge

Singapore Retail Association (SRA)

JJ SIMON

JJ Simon retired from public service after 47 years, with Ministry of the Environment (ENV) and now Ministry of Sustainability and the Environment (MSE) and the NEA, in the environmental health field and specialised in waste management for 21 years. He saw the upgrade of waste management services from 2001 till 2021, as the Regulator for the waste management industry. He managed the privatised waste collection services, and the licensing and regulation of the general waste collectors. He also had a 1-year stint with WMRAS as the Acting Executive Director, which ended in May 2022.

Sustainable Waste Management
Uplift processes through enlightenment and coaching
Committed to bring about a fulfilling journey



**Waste Management & Recycling Association of Singapore
(WMRAS)**

