

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

Programme Manager



Supported by



# Supported by 21 TAC Partners



# List of JDPP ITAs

1. SBF & SFIC – Quah Siew Heng
2. SBF – Lam Kong Hong
3. SBF – Claudius Ng
4. SBF – Cody Lee
5. AAIS & SPETA – Loh Wai Cheong
6. ASME – Justin Ma
7. ASMI – Ryal Wun
8. RAS – Foo Suan Dick
9. SFC – Semun Ho
10. SFMA – Alex Teo
11. SICCI – Selvaduray Manikam
12. SGPA & SIAS – Amelia Ho
13. SLA – Fabian Wang
14. SMTA & STA – Lu Cheng Yang
15. SRA – Cynthia Ng
16. WMRAS & EMAS – 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)  
Singapore Furniture Industries Council (SFIC)



# 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)



# 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 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)  
Singapore Precision And Technology Association





# 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)**



# SEMUN HO

**Semun Ho** has an illustrious career and experience working with Start up, SME, MNC to industry work. She is adept in Business Operations, Strategic, Marketing and Product Planning and had led these functions regionally for MNC. She was also given the opportunity to head a regional business unit which she had grown exponentially.

This started her journey in transforming a SME and 2 Trade Associations namely Singapore Fashion Council / TaFF and SGTech/ SITF in the last 18 years.

Her strengths are leveraging on her envisioning and planning ability coupled by strong and disciplined execution capabilities. She had successfully turned around and grew the organisations that she worked with. Her experience will be invaluable to the SME that she worked with for their transformation needs.

Transformative Business planning  
Organisation planning  
Leadership coaching



Singapore Fashion Council (SFC)

Singapore  
Fashion  
Council

# 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.

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

**Singapore Food Manufacturers' Association (SFMA)**



# 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)**

**Seafood Industries Association Singapore (SIAS)**



# 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)**

# 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) & Environment Management Association of Singapore (EMAS)**

