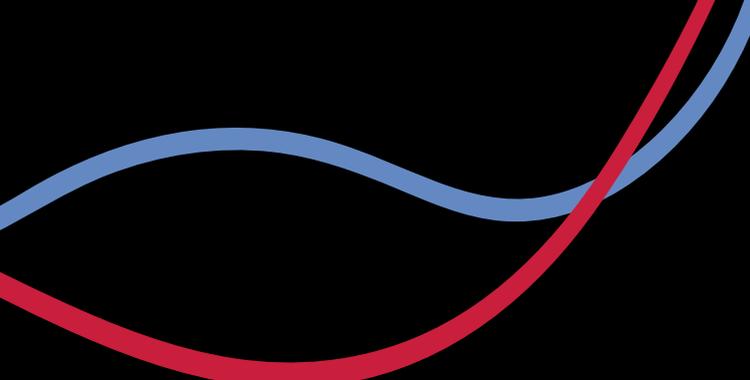




mentoring 

National Mentoring Summit **2023**



About Mentoring SG

Singapore's most valuable resource is our people and when our people grow, we become ready for all that lies ahead.

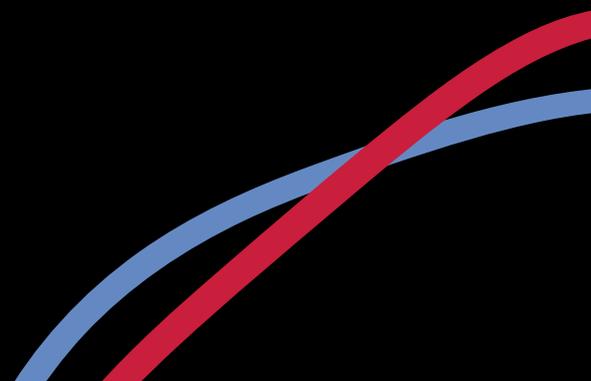
Through purposeful mentoring, we aim to grow the next generation of Singaporeans by instilling confidence, providing pathways, and developing the soft skills necessary to face the challenges of our ever-changing world.

Mentoring SG is a national movement that aims to build the foundations of a strong mentoring ecosystem, where mentoring is considered a common and natural avenue for youths to spur their journey of growth.

Corporate Impact: A Spark is All it Takes

This year's theme embodies the profound notion that even the tiniest spark generated by the corporate world has the potential to ignite a blaze of positive transformation in the lives of our youth. Just like a spark can set in motion a chain reaction that lights up an entire room, so too can the guidance, mentorship, and support offered by organisations illuminate the path for our young talents.

At the Summit, we celebrate the idea that organisations, no matter their size, have the capacity to create ripples of change that extend far beyond their own boardrooms. Through mentoring and engagement with our youth, these sparks of inspiration can lead to an upsurge of innovative ideas, personal growth, and a brighter future for all.



PROGRAMME

8.10am

Registration Starts

9.00am

Emcee Introduction

9.10am

Welcome by Mr Kelvin Kong

Executive Director, Mentoring SG

9.25am

Opening Remarks by Guest of Honour Mr Alvin Tan

Minister of State, Ministry of Culture, Community and Youth &
Ministry of Trade and Industry

Advisor for Mentoring SG

9.40am

Mentoring SG Corporate Excellence Award 2023

10.35am

Topic 1

Fostering A Purpose-Driven Culture Through Mentoring

Moderated by **Mr Kelvin Kong**, Executive Director of Mentoring SG

- **Ms Cinn Tan**, Chief Commercial & Marketing Officer, Pan Pacific Hotels Group
- **Mr Kelvin Koh**, Chief Executive Officer, MINDS
- **Mr Frank Koo**, Asia Head of Talent & Learning Solutions, LinkedIn
- **Mr Quek Siu Rui**, Co-Founder and Group CEO, Carousell
- **Ms Sabrina Ooi**, CEO & Co-Founder, Calm Collective Asia

11.15am

Topic 2

**Cultivating a Sustainable Mentoring Culture:
Integrating Mentoring into the Corporate DNA**

Moderated by **Mr Brian Liu**, Founder & Chief Learning Guy, Be The Good

- **Mr Patrick Cao**, Co-Founder, GoTo Group
- **Mr Ivan Lu**, General Manager - Group Asia, Unilever Food Solutions
- **Mr Lee Hao Ming**, CEO, Louken Group
- **Ms Jasmine Bahen**, Chief People Officer, APAC, Edelman

PROGRAMME

11.55am

Topic 3

Leveraging Technology To Enhance Corporate Mentoring: Innovations And Future Trends

Moderated by **Ms. Michelle Yip**, Consumer Marketing Director, APAC, Meta

- **Mr. Felix Lee**, Co-Founder and CEO, ADPList
- **Mr. Sam Neo**, CEO and Founder, Stories of Asia
- **Mr. Danny Loong**, CEO and Founder, Timbre Group
- **Mr Hafiz Kasman**, Co-Founder, Kinobi

12.35pm

Closing Remarks by Mr Kelvin Kong

12.40pm

Lunch

2.00pm

Networking Power Hour

An exclusive session to expand network, forge meaningful connections, exchange insights, and lay the foundation for potential collaborations

4.00pm

End of Event

1 PANEL

Fostering A Purpose-Driven Culture Through Mentoring

Discover the challenges and significance of mentoring in cultivating purpose-driven cultures, addressing workforce issues, corporate roles, and Singapore's existing gaps.



Moderator

Mr Kelvin Kong

Executive Director, Mentoring SG

Kelvin, a former commercial professional turned HR leader, is dedicated to helping organizations cultivate genuine leadership, dynamic teams, and engaged employees, equipping them for the digital marketplace. With more than 17 years of experience in sales and marketing at prominent companies like Apple, DHL Express, Unilever, and Lazada, he possesses a wealth of knowledge spanning various industries including e-Commerce, F&B, Media, Technology, FMCG, and Logistics. Kelvin presently serves as the Global Chief People Officer at Lightstorm and is the Founder of Voices Of Asia.



Ms Cinn Tan

*Chief Commercial & Marketing Officer,
Pan Pacific Hotels Group*

Cinn is the Chief Commercial & Marketing Officer of Pan Pacific Hotels Group, she oversees the group's portfolio of brands across 30 cities in Asia-Pacific, Europe and North America. She manages brand marketing, communications, digital and loyalty, commercial strategies and performance management across the Group's Pan Pacific, PARKROYAL COLLECTION and PARKROYAL brands. She brings more than 25 years of hospitality management experience from international hotel chains in China, Hong Kong, and Singapore.



Mr Kelvin Koh

Chief Executive Officer, MINDS

Mr Kelvin Koh spent close to 30 years in the public service, serving in several Ministries, agencies and the United Nations in the areas of strategic planning, education, strategic communications and human capital development, before joining the private sector. Besides championing for the underserved, he also advocates for strengthening marriages, families, and Youth. A certified Organisation Development and Change Management practitioner, Kelvin lends his time to the public service to support their organisation development needs. He also currently volunteers as School Management Committee Chairman for two Government-aided schools and is also a member of the National Library Board's Services and Engagement Committee.



Mr Frank Koo

Asia Head of Talent & Learning Solutions, LinkedIn

Frank Koo is currently the Asia Head of Talent & Learning Solutions at LinkedIn. Frank's team supports companies in talent acquisition, development and retention through the LinkedIn platform and solutions. Prior to LinkedIn, Frank was the Chief Operating Officer of BE Education based in Shanghai and Asia Pacific President of Learning Solutions at Pearson Education. At Oracle, he was the MD for Singapore and South Asia Growth Economies. Frank has a Bachelor of Business Administration degree from the National University of Singapore. He has also attended executive programs with INSEAD and IMD.



Mr Quek Siu Rui

Co-founder and Group CEO, Carousell

Siu Rui co-founded Carousell, the leading platform for secondhand goods in Greater Southeast Asia, with two friends in 2012. As Group CEO, he is responsible for setting the overall strategy and direction. Before Carousell, he gained experience in marketing and product management at VSee, Ogilvy & Mather, and DBS Vickers. Siu Rui studied Business Administration and Entrepreneurship at the National University of Singapore and Stanford University. Backed by investors like Telenor Group, Rakuten Ventures, Naver, STIC Investments, 500 Global, and Peak XV Partners, Carousell Group serves tens millions of users across eight brands in seven markets.



Ms Sabrina Ooi

CEO, Calm Collective

Sabrina Ooi is the CEO and Co-founder of Calm Collective Asia, a mission-driven organization that normalizes mental health conversations in Asia. As a Workplace Mental Health & Wellbeing Consultant, Sabrina supports corporate organizations such as Spotify and Zuelig Pharma in fostering psychologically safe workplaces to enhance employee wellbeing.

2

PANEL

Cultivating a Sustainable Mentoring Culture: Integrating Mentoring into the Corporate DNA

Uncover the core elements of a strong corporate culture, tackle challenges, and delve into mentoring's impact across attraction, psychological safety, and more, while ensuring its seamless integration and sustainability within organizations.



Moderator

Mr Brian Liu

Founder & Chief Learning Guy, Be The Good

During Brian's first decade in his career, he worked in management consulting, spanning the private, public, and non-profit sectors. He was responsible for managing strategy, people, and organization projects in the region. In the subsequent phase of his career, he shifted his focus to leadership and people development, culminating in his role as the Head of Learning and Organization Development for the Lazada Group. In his most recent venture, he transitioned away from corporate roles to establish a boutique learning and leadership practice. Here, he continues his mission to develop individuals and inspire their personal journeys towards goodness.



Mr Patrick Cao

Co-Founder, GoTo Group

Patrick Cao is co-founder of GoTo Group, the largest digital ecosystem in Indonesia. The group comprises the largest on-demand rides, food and logistics business via Gojek; the largest e-commerce business via Tokopedia; and the largest digital financial services platform via GoTo Financial. As co-founder and President, he was responsible for merger synergies and integration, corporate finance, investments, and ESG/DEI.



Mr Ivan Lu

General Manager - Group Asia, Unilever Food Solutions

Ivan is a seasoned business leader with over 25 years of experience in consumer goods, food & beverage, telecommunications, and packaging across Asia and Europe. Currently serving as the General Manager of Unilever Food Solutions for six Asian markets, including Malaysia, Singapore, Vietnam, Cambodia, Pakistan, and emerging markets, Ivan is deeply passionate about revolutionizing the food industry. He promotes tasty, healthy, and sustainable food choices, alongside talent development through mentoring, coaching, and psychological safety within his teams. With a keen interest in technology, he believes that technology adoption and talent transformation are pivotal for digital acceleration and 24/7 customer satisfaction.



Mr Lee Haoming

CEO, Louken Group

As CEO of Louken Group, Haoming fosters growth and the company's overarching vision, leading strategic transformations for businesses to unlock their scalability potential and impact globally. He also serves as a Board Advisor for two foodtech companies, ImpacFat and Less & Co. Previously, as the Managing Director of Huggs Coffee, Haoming led growth and formed key partnerships with Samsung, Amazon, Ant Group, and the Mandai Group. Before his tenure at Huggs, Haoming co-founded Artbox Singapore, attracting over 700,000 visitors during the six-day event. Recognized as a change-maker, he received the Prestige 40 Under 40 award in 2017 and passionately mentors young individuals and startup founders.



Ms Jasmine Bahen

Chief People Officer, APAC, Edelman

Jasmine Bahen is Edelman's Chief People Officer, APAC, overseeing people strategy for the Asia Pacific, focusing on culture, engagement, and performance. Prior to Edelman, Jasmine spent four years at NBCUniversal, handling talent development, executive search, and early careers with a transition to a global role in Los Angeles. She began her career in Australian recruitment, co-founding batch executive, specializing in banking and corporate finance. With over nine years of experience in the Asia Pacific, she played key roles in talent acquisition, learning and development, and talent management at Johnson Controls. Jasmine holds a Bachelor of Commerce from The University of Melbourne.

3

PANEL

Leveraging Technology to Enhance Corporate Mentoring: Innovations and Future Trends

Examine the vital role of technology in nurturing mentoring cultures, scaling efforts, blending offline and online approaches, future tech trends and user safety.



Moderator

Ms Michelle Yip

Consumer Marketing Director, APAC, Meta

Michelle is the Consumer Marketing Director for APAC at Meta, bringing over 20 years of experience in e-Commerce, Customer Experience, Branding, and Product Marketing. She is passionate about mentoring and has actively participated in mentoring programs.

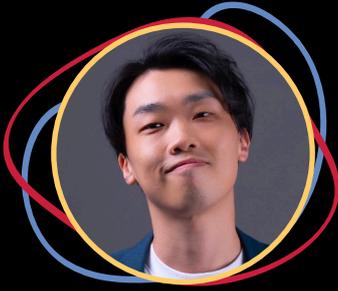
Previously, she held the role of Executive Director of Group Strategic Marketing and Communications at DBS Bank. During her tenure at Lazada, Michelle introduced "Shoppertainment" to enhance user growth and engagement while overseeing platform policies and seller governance. At Philips, she successfully launched consumer education campaigns, achieving market leadership in multiple countries. Additionally, at Samsung, Michelle played a pivotal role in launching the Samsung Galaxy series in Hong Kong, establishing Samsung as a leading global smartphone manufacturer.



Mr Felix Lee

Co-Founder and CEO, ADPList

Felix, Co-Founder & CEO of ADPList, launched the platform during the 2021 pandemic to aid job seekers. ADPList has grown into the world's largest mentorship platform with over 18,000 mentors from companies like Netflix, Airbnb, and Google, hosting 100+ million minutes of mentoring sessions. In 2021, ADPList secured \$1.3 million in funding from Sequoia Capital India's Surge and Goodwater Capital. Previously, Felix co-founded Packdat, was acquired in 2018, and led product design at Gotrade (YC S19) and Passpod. He's been recognized on Forbes' 30 Under 30 Asia List and Tatler's Generation T Future Leader List.



Mr Sam Neo

CEO and Founder, Stories of Asia

Sam Neo, founder of three startups, is a prominent figure in HR and Employer Branding. His company, People Mentality Inc, aids organizations in becoming Employers of Choice. Stories of Asia, his second venture, empowers the Asian community through storytelling, while his latest tech endeavor, StoryBuddy, employs AI for innovative content creation. He is also a trusted advisor at firms like Samsung and L'Oreal. Having secured MOM's National Human Resource Scholarship in 2011 and HR Rising Star in 2016, Sam is a recognized HR expert. He's a sought-after keynote speaker and has been featured in publications like The Business Times. Sam also contributes as the Vice President and youngest council member of the Singapore Human Resources Institute.



Mr Danny Loong

CEO and Founder, Timbre Group

Danny is an entrepreneur, musician, CEO and Founder of Timbre Group. His diverse portfolio includes Food Park concepts, Hawker Centres, a Live Music Restaurant and Bar, event and artist management, and a music academy, all contributing to Timbre Group's growth while supporting Singapore's music and food culture. He received the "Tourism Entrepreneur of The Year" award from the Singapore Tourism Board in 2010. Danny is also involved in a few social causes. He chairs the Musician's Society of Singapore (SGMUSO) and co-leads Respect SG. He holds board positions in organisations like SOTA and SNBA and is active in mentoring and education as a program director & and trainer for several courses at SMU Academy.



Mr Hafiz Kasman

Co-Founder, Kinobi

Hafiz Kasman is the Co-Founder & COO of Kinobi, an Edtech company reshaping higher education for institutions like SUSS, SIM, and ITS. Kinobi provides comprehensive solutions, including a Mentoring and Coaching suite, to empower students. Hafiz's commitment to innovation earned him Forbes 30 Under 30 Asia and ACE EDGE 35 Under 35 awards. His career spans roles at Oliver Wyman and involvement in organizations like Singapore's National Youth Council, Mentoring SG, and more. He holds a Summa Cum Laude Bachelor's degree in Business Management from Singapore Management University.

Meet our Emcee...



Ms Val Lim

*Regional Director, Asia,
Development Beyond Learning (DBL)*

Val Lim is the Regional Director at Development Beyond Learning (DBL) overseeing Asian operations. She is driven by her passion for people development, rooted in the belief that genuine solutions stem from authentic listening and understanding. With a decade-long career in dynamic sports marketing, Val's journey revealed her true calling - making a positive impact on lives, especially among the youth. Her transition into learning and development allows her to focus on nurturing early talent and emphasizing vital human skills for personal and professional growth.

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SINGAPORE

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