

## **In-house speakers**

### **YT Lim**

YT has over 10 years of experience in investment evaluation and structuring. He was an investment banker with a global infrastructure investment bank and an in-house corporate finance specialist responsible for project evaluation, financing and structuring of cross-border infrastructure investments. Leveraging on his corporate finance experience, YT has also advised various private investment groups on cross-border business and tax structuring strategies and helped to set up companies in different countries and jurisdictions. YT is a Chartered Accountant of Singapore and has degrees in accounting from the Singapore Management University and engineering from the University of Cambridge.

### **Jiazhi**

Jiazhi has more than 10 years of experience providing audit services and managing system implementation and business processes improvement projects. Formerly an audit manager at a Big 4 accounting firm in Singapore, she has experience in planning, executing and managing audits of multinational corporations and public-listed entities in Singapore reporting under SFRS and US GAAP. Jiazhi was a training instructor, delivering accounting technical as well as audit methodologies courses during her stint with a Big 4 accounting firm. Her commercial experience includes restructuring Info-communication functions as well as leading new system roll-out and business processes improvements projects. She is a member of the Institute of Singapore Chartered Accountants. She holds a Bachelor of Accountancy degree from Nanyang Technological University.

## **Guest speaker**

### **Terry Tong**

Terry has more than 10 years of experience in brand consultancy with leading global and local marketing firms before founding Kuler, a Singapore-based brand consultancy and media company with an Asian focus. His experience ranges from sophisticated MNC brands to practical SME brands, across varied industries. Terry is known for helping businesses articulate their distinctive propositions creatively. This requires him to work closely with his clients and develop a deep understanding of their businesses and visions. Some of his key clients, past and present, include Ministry of Manpower, Nanyang Business School, TOTT store, Lotte (Confectionary), Skin Inc, Scanteak, Kenko, ClearSK, T32 Dental Centre, and MindChamps.

Terry sees branding as a long-term investment that requires constant hard work. "While branding is really about sending a consistent message, it doesn't stop there. More often than not, it usually involves realigning internal business processes and work culture. But most importantly it involves a change in mindset."

Terry graduated from University of Melbourne with a Masters in Applied Commerce majoring in Organizational Change Management.