

Lorna Tan Beng Choo

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EXECUTIVE PROFILE & HIGHLIGHTS

An executive-level professional with more than 20 years leadership experience, and exposure in **finance, corporate communications** and **media**. An award winning Invest Editor/Senior Correspondent and recognised author of four bestselling personal finance books – ***Money Smart, Retire Smart, More Talk Money*** and ***Talk Money*** - and an engaging leader who has a diverse range of cross-culture exposure who displays the ability to **proactively plan, drive operation-business processes, and schedules. Highly proficient in communication and relates well with people across all organisational levels.**

- **Inspiring Leader/Mentor/Team player** – in corporate communications, media, sales & marketing
- **Develop, execute and manage external & internal corporate communication programmes** that strengthened employee-stakeholder engagement and ensured participants' alignment with company business goals
- **More than 20 years' media experience including print, broadcast and online**
- **Won numerous international and local accolades for journalistic excellence**
- **Advocate of financial literacy and consumer protection**
- **11 years in sales and marketing including 34 years' managerial experience**
 - **Set up regional/local countries sales and marketing, and customer support programmes**
 - **Manage** the sales and marketing team, and production team
 - Six years in **consultative selling**
- **Communicate and relate well to people** of different cultures and positions

PROFESSIONAL EXPERIENCE

SVP, Head of Financial Planning Literacy
DBS Bank

Oct 2019 to present

Responsible for: developing and governance of financial planning benchmarks, driving the production of all financial planning literacy-related content in DBS Bank, curating/updating a fin lit syllabus for DBS' distribution representatives (Wealth Planning Managers) and training them, hosting fin lit seminars for staff and the public, as well as handling related media queries, being a guest speaker for fin lit programmes and mentor to team members

Major Tasks

- To enable a Financial Planning framework around the pillars of savings, protecting, investing and retirement planning to increase customers' fin lit know how and fulfilment.
- To grow readership traffic in the DBS/POSB platforms and online communities via articles, video clips, podcasts and seminars, leading to a higher level of customer fulfilment.
- To enhance the fin lit capabilities of WPMs and move them towards more comprehensive financial planning for customers.
- To create value in fin lit content and position the bank as a thought leader in financial planning.

Invest Editor – The Sunday Times

June 2015 to present

Senior Correspondent – The Straits Times Business desk/The Business Times

Singapore Press Holdings

Responsible for: driving the production of all deliverables of the **Invest Section** in The Sunday Times, tracking wealth management, personal finance and banking issues, as well as handling financial supplements on a regular basis; guest speaker on Money FM 89.3, mentor for younger journalists

Major Tasks

- Conceptualise and manage the Invest pages of The Sunday Times
- Reach out and upgrade financial literacy of readers and individuals at different life stages
- Thought leader and champion pertinent finance and consumer protection issues
- Supervise ST business pages

Significant Achievements:

- Recipient of the Investor Education award (2016), Securities Investors Assn of S'pore
- Launched 3rd personal finance book Retire Smart – Financial Planning Made Easy (March 2018), a best-seller with sales in excess of 12,000 copies since launch
- Sought-after speaker on finance issues - retirement planning, financial literacy and wealth management
- Go-to person for VIP participation in financial planning-related events/programmes

SVP, Corporate Communications

Aug 2011 to June 2015

CapitaLand Limited

Responsible for: leading a team to drive strategic messaging and ensuring optimal external and internal communication across the Group globally

Major Tasks:

- Formulate corporate communication initiatives and drive their planning and execution, provide perspectives to the Board, Group CEO, CEOs of the various Business Units, and senior leaders, and position the company by profiling management team, strategy and operations
- Shape and maintain (as sponsor) communication guidelines and policies
- Conceptualise and drive communication protocols, such as guiding the branding of CEOs through meaningful media engagements and opportunities (eg directing interviews and speaking platforms), increasing mindshare of the company's sustainability (including CSR) efforts and positioning the company as a socially responsible thought leader
- Manage and cultivate strong communication relationships and network with local and international media; leverage them to foster media queries while aligning responses with strategic key messages; facilitate media & analysts familiarisation trips, and media monitoring
- Set up and drive the internal procedures in corporate communications teams to enhance understanding of stakeholders via the Annual Report, continuously ensure an effective company website and digital work platform (including Intranet) and social media policy (for which I am the sponsor), as well as provide internal communication plans that help optimise performance of all staff

Significant Achievements:

- Increase positive coverage and mindshare of CapitaLand and its business units through strategic communication initiatives
- Spearhead regular media briefings on sustainability efforts to position CapitaLand as a thought leader
- Set up taskforce for crisis communications management
- Implement the new digital and social media work platforms (including Intranet)

Invest Editor – The Sunday Times
Senior Correspondent – The Straits Times, Money desk
Singapore Press Holdings

May 2000 to Aug 2011

Responsible for: driving the production of all deliverables of the **Invest section** in The Sunday Times, tracking wealth management, personal finance and banking issues, as well as handling financial supplements on a regular basis; doubled-up as Broadcast correspondent for Channel I business news (2001-2003), mentor for younger journalists

Major Tasks

- Conceptualise and manage the Invest pages of The Sunday Times
- Reach out and upgrade financial literacy of readers and individuals at different life stages
- Thought leader and champion pertinent finance and consumer protection issues

Significant Achievements:

- Awards
 - Several in-house awards for Excellence in Reporting from 2002 to 2010
 - Financial Planning Assn of Spore – Financial Literacy award (2010)
 - Securities Investors Assn of Singapore (SIAS) – Financial Journalist of the Year award (2007)
 - SIAS – Best Financial Story of the Year award (2005)
 - SIAS – Special award for Journalism (2003)
 - HK-based Society of Publishers in Asia (SOPA) - International award for Excellence in Public Service Journalism (2006)
 - SOPA International award for Excellence in Business Reporting (2004)
- Financial scoops that affected the masses:
 - AIA critical year premiums dispute saga
 - Sunshine Empire ponzi scheme debacle
 - Investment-linked insurance plans costs controversy
 - Deferred payment scheme for private residential properties
 - CPF house mortgage scheme

Regional Sales & Support Manager, SE Asia
First Call, Thomson Reuters (formerly Thomson Financial)

Feb 1999 to May 2000

Responsible for: managing the sales and bottom-line of SE Asia region, including managing Regional Sales, Marketing and Support activities for SE Asia region; conducting training and monitor development of sales and support staff; and providing consultancy advice on financial information needs through consultative selling, and customising service solutions to suit end users

Managing Director
Esmerk Information Services Pte Ltd

Jul 1994 to Feb 1999

Responsible for: managing the Singapore office and operations, including regional sales and marketing activities for the Asia Pacific region, conducting training and monitoring development of sales & marketing staff in regional and local offices; providing consultancy advice on information needs and information systems management; and consultative selling to customers from different industries

Significant Achievements:

- Top sales person in the Far East Esmerk offices in terms of revenue and number of new accounts for four consecutive years from 1995 - 1998

General Manager**Oct 1991 to Dec 1993****Lighting Incorporated & Services Pte Ltd**

Responsible for: ensuring the smooth running of the operations from sales to processing delivery, and formulating the strategies for promotion of the company's products and services to architects and hotels

Major Tasks:

- Develop business opportunities through marketing channels and with synergistic businesses
 - Expand the lighting products' lines
 - Participate in overseas exhibitions
 - Source for reliable quality regional suppliers
- Establish trading company in Thailand and appointed Director
 - Provide training to the administrative and sales/marketing personnel
 - Develop good knowledge of how to deal with customs in less developed countries
- Direct the sales & marketing activities in regional/local offices
- Lead projects which resulted in substantial profit margins
 - Beaufort Sukothai Hotel, Royal Garden Hotel – Bangkok
 - Embassy Place – Phnom Penh

Executive Positions**Apr 1986 to Oct 1991**

Senior Marketing Executive, Singapore Leasing International Pte Ltd

Marketing Executive, The Insurance Corporation of Singapore (now Aviva)

Research and Administrative Officer, Ministry of Defence (Singapore Armed Forces)

Teaching Position

Economics lecturer at Thames Business School (Jan 1994 – Jul 1994)

LANGUAGE SKILLS

Read, write and speak English and Mandarin
Speak Hokkien, Cantonese and a little Malay

PROFESSIONAL DEVELOPMENT

- Associate Estate Planning Practitioner (AEPP) Certification programme
- Practical Financial Counselling Programme
- Citi-Tsao Foundation Financial Education Programme for Mature Women - completed train-the-trainer programme
- Management and Leadership Development Programmes
- Kepner Tregoe Decision Making Programme
- Personal Effectiveness: 7 Habits of Highly Effective People
- Social Media & PR Conference
- Social Media Crisis Management Workshop
- A range of in-house leadership programmes, conferences and facilitated management sessions

COMMUNITY ACTIVITIES

Financial Planner Awards 2018 and 2019

- Judge for Financial Planners Assn of Spore (FPAS) Financial Planner awards

Silent Heroes Awards 2018 and 2022

- Chairman of Fundraising Committee
- Member of Awards Advisory Council

Church of St. Bernadette

- Member of Lector Ministry - Proclaims to the congregation (2000 to present)
- Trainer of Lector Ministry - Responsible for training of lectors (2005 – present)
- Honorary Treasurer at Lector Ministry (2003/2004/2005)
- Head of a team that writes prayers for weekend masses (2001 - present)

EDUCATION

- **MBA** - Open University UK, administered by Singapore Institute of Management (SIM), 1999 (covered Strategy, International Enterprise, Corporate Financial Strategy and Creative Management)
- Certificate in General Insurance - Singapore Institute of Insurance, 1991
- **Postgraduate Diploma in Business Admin** – Singapore Institute of Management (now UniSIM), 1989
- **BA** in Social Sciences majoring in Economics, Sociology with a minor in Statistics - National University of Singapore, 1986
- GCE A Levels - Catholic Junior College, 1982
- GCE O Levels - Convent of the Holy Infant Jesus (Victoria St), 1980