



# WOMEN <sup>♀</sup>ICONS asia

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March 16, 2018, Singapore



## Women in Leadership - Does Asia have a lot of ground to cover?



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## About Women Icons

The Women Icons Summit & Awards celebrates and honours the accomplishments & contributions of women who have excelled in different spheres of life. The initiative underscores the paramount role played by women in society, while appreciating their attitudes, initiatives, will power and perseverance. The Women Icons are those who have distinguished themselves as prominent citizens, who have displayed a strong mettle and capability to perform well in any field of endeavour.

It is important that success stories of Women Icons should be publicly recognized, so that such women not only become role models for future generations but also help change societal mindsets.

The goal is to facilitate a Thought Leadership, Recognition and Networking platform for women achievers across South & South East Asia. This will not only serve as a tribute to these women by celebrating their work, their life and their contribution to society, but will also empower younger generations to work towards their goals.

Following the phenomenal success of the inaugural Asian edition of Women Icons Summit & Awards hosted in Singapore in March 2017, we have embarked on rolling out the platform in individual countries and create an ongoing forum to identify and nurture women achievers. In this direction, the 2018 Women Icons Malaysia was hosted in Kuala Lumpur on January 30, 2018. With Datin Paduka Marina Mahathir as the Guest of Honour & Keynote Speaker, the initiative brought together some amazing women achievers from across diverse fields in Malaysia. The aim of these annual editions is to pave the way through collaboration and inclusion, by engaging people, organisations, and governments in the celebration of women's accomplishments.





## Panel Speakers



**Lavinia Thanapathy**, President - Prime Time Business & Professional Women's Association

Lavinia Thanapathy is the President of PrimeTime Business & Professional Women's Association, a volunteer-led non-profit organization. She also serves on the Executive Board of the Singapore Council for Women's Organisations (SCWO), the national co-ordinating body for women's organisations in Singapore. Lavinia speaks persuasively about the business case for inclusion and is regularly invited to comment on current gender issues by the media. She is recognised for her contribution to the discussion around Women in Leadership. Professionally, Lavinia has an international, 17-year record of creating brand visibility for businesses, government institutions and not-for-profit organisations. A lawyer by training, Lavinia is currently the Associate Director for Communications at the National University of Singapore's Faculty of Law. Lavinia is married to Ambassador Karsten Warnecke, Executive Director at the Asia-Europe Foundation (ASEF), and is the mother and stepmother to five children aged 7-27 years.



**Susan Jain**, CMO - IBM Asia Pacific

Susan is Chief Marketing Officer for IBM Asia Pacific, responsible for the company's marketing, branding, communications and corporate social responsibility functions. She returned to Asia in June of 2015 to assume this role after 4 years at IBM worldwide where she led Portfolio Marketing & Seller Enablement for IBM's largest business unit, Global Technology Services and WW Channel Marketing. Prior to this, Susan worked in Asia Pacific for a number of years based in Shanghai, China and Bangalore, India. She led Marketing, Communications and Corporate Citizenship for IBM India/South Asia, where she was also a member of the IBM India Leadership Team. She was also responsible for Strategy and Marketing for IBM Global Technology Services for Asia Pacific. Susan's IBM career began in Global Business Services, where she held a variety of global and geo marketing positions globally and in the America. She joined IBM in 1998 from Geac being co founder of two startups — one a consumer software company, and one a marketing & business development consultancy. While graduating from MIT with dual masters degrees in Urban Studies & Planning and Transportation Systems Engineering, she was a member of the team at MIT that became renowned for the landmark discovery that small businesses are the major source of innovation and job creation.





## Panel Speakers



**Sally May Tan**, CMO & Head of Business Development - Tamu Pte Ltd

Sally May is a corporate warrior who combines deep leadership experience with a passion for wellness and being a force for good. She currently heads the marketing and business development divisions for Tamu, a young niche agri-processing and innovation company which provides healthy functional food ingredients for food producers. Sally May's breadth of experience include previously-held senior leadership roles in management, business development and marketing in multinational companies such as Mars, Inc., BP, Knowledge Universe and Bates Advertising. Sally May holds a Master of Social Science from the Swinburne University of Technology, Melbourne and a Bachelor of Business Administration degree with Honours from National University of Singapore. She is also a Certified Holistic Health Coach. Her book titled *Wellness, The New Luxury* was released in 2016 and achieved the Amazon bestseller status in the Health & Wellness category. A mother of two young men, she walks the wellness talk by eating well, exercising regularly, pursuing her passions and enjoying time with family and friends.



**Victor Tay**, Vice Chairman- United Nations Global Compact, President - Association of Persons with Special Needs

Victor Tay is one of the pioneers in Singapore championing sustainability development as the Vice Chairman of United Nations Global Compact – Network Singapore. He also supports the vulnerable group of special needs community as the President of the Association of Persons with Special Needs for the past decade. More recently, Victor Tay was Chief Development Officer of Nanyang Technological University (NTU) facilitating regional funds syndication through technology transfer, licensing, philanthropic research and student programmes. Prior to joining NTU in 2016, he was the Chief Operating Officer for the Singapore Business Federation (SBF) which is the apex business chamber in Singapore. Victor has strong understanding of a spectrum of multidisciplinary industries from his experience in attracting foreign direct investment, industry development and growing local enterprises while with the Ministry of Trade and Industry and SPRING Singapore. He also oversaw internationalization of companies to various continents under SBF's Global Business Division. Victor is also part of the Advisory Board at Business Excellence & Research Group Pte Ltd. Victor has attended Executive Management Programme with Harvard and MIT.



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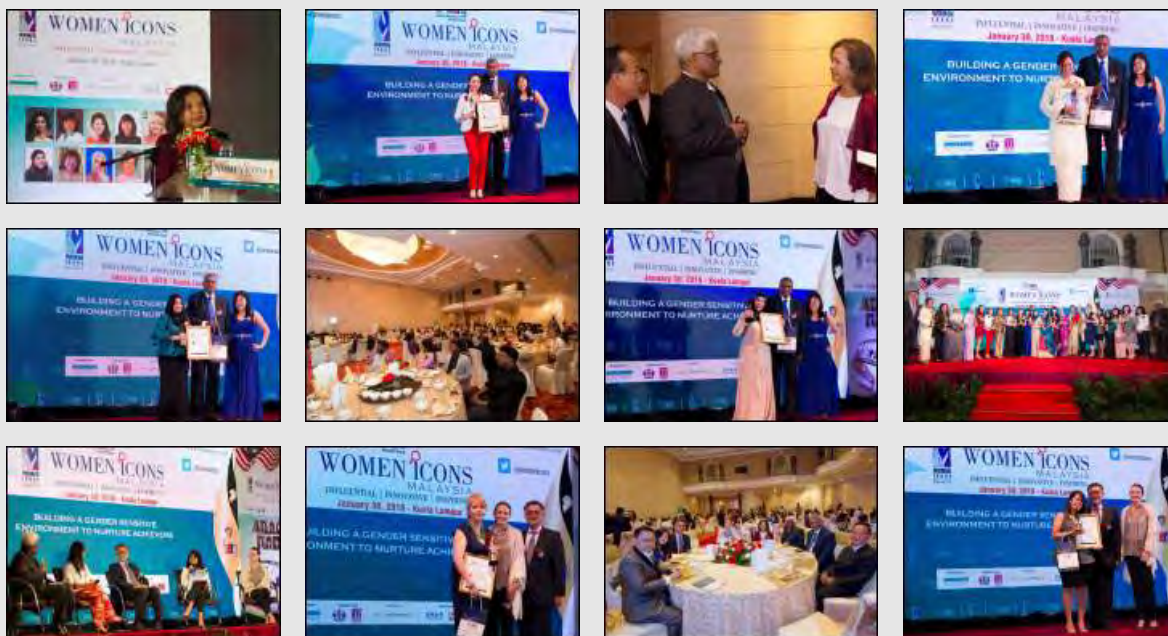


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## Glimpses Women Icons Asia 2017







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## Women Icons Asia 2018

**Anjali Sharma**, Managing Director, Narrative, Singapore

**Anu Shah**, CEO, Rocket Internet, Singapore

**Beatrice Anne Tesoro Arit**, Founder & CEO, Visionary Enterprise, Philippines

**Charlotte Nors**, Managing Director, Singapore Repertory Theatre, Singapore

**Florence Kong**, Founder Fab-A-Matter, Hong Kong

**Ivy Lenet Saldanha**, GM & Head Human Resources, Tata Power SED, India

**Janice Villaneuva**, Founder & CEO, Mommy Mundo, Philippines

**Jayomi Lokuliyana**, Co-founder & CEO, zMessenger, Sri Lanka

**Katrine Eu**, Founder, Luxeffect LR Resources, Malaysia

**Kim Underhill**, Management Consultant, Ultimate Balance Consultancy, Singapore

**Laleh Busheri**, CEO, Prashanti Cancer Care Mission, India

**Ar. Marie Stephanie Gilles**, Chairperson, UAP Emergency Architects, Philippines

**Nadia Al Sheikh**, Founder & CEO, Deal'n, Singapore

**Rashi Sanon Narang**, Founder & Creative Director, Heads Up for Tails, India

**Senela Jayasuriya Abeynaïke**, Founder & CEO, Women Empowered Global, Sri Lanka

**Sherie Ng**, Managing Director, NICE Ltd., Singapore

**Shirley Ong Siew Chen**, Vice President, Mutual Benefits Realty Pte Ltd, Singapore



# Anjali Sharma

## Managing Director, Narrative, Singapore



Anjali is the Managing Director of Narrative: The Business of Stories. Anjali works with private and government organizations to determine what their individual and unique business challenges are and incorporates Story Skills, crafts individualized solutions to help solve those challenges.

Narrative was formed with the belief that: "Rarely can a response make something better, what makes something better is a connection"

Anjali has helped companies increase Staff Engagement and Performance, increase Client Satisfaction and Sales, define Company Values and effectively Position Brands by embedding Story Skills into their organizations.

Her work with Business Organizations has involved Narrative's own programs in Corporate Consulting to identify and solve corporate difficulties and promote strengths.

Her focus & skills have always been with relating with people, clients and companies and moulding solutions to problems based on her experience and an ability to tell pertinent stories that engage, change, persuade, explain inspire and influence.

She has spent over 15 yrs in Sales, Marketing, Business Development, Branding & Client relations and has worked with a wide variety of private and government organizations such as SAP, BASF, Roche, Shell, Danone, Cisco, Economic Development Board, Central Provident Fund, Hyatt Hotels and Resorts, Jack Morton Worldwide, George P. Johnson, in India, Singapore and Australia as well as with Singapore Airlines.





# Anu Shah

## CEO, Rocket Internet, Singapore



Anu is the CEO at Rocket Internet and also the Co-Founder of its latest startup in Asia - UShift. Prior to this role, Anu has worked as a Management Consultant and Private Equity professional in North America, Europe, and Asia.

Starting with a job in a call center in India in 2005, it was a steep road thereafter for Anu Shah. Marked with extreme obstacles and gender discrimination both at home and at work, Anu continued to break the barriers one after another, climbing up the corporate and carving a niche for herself in professional sphere.

UShift is an on-demand staffing platform for businesses to fill their hourly or daily labor needs. UShift makes it easy for businesses to post jobs and get matched with qualified and skilled workers looking for flexible and temporary work. UShift is a market leader in on-demand staffing space removing barriers to connect people looking for short term job opportunities backed by latest mobile technology, artificial intelligence and machine learning.



The recent initiative Uspeak is designed to stop sexual harassment at work place in blue collar jobs. As part of initiative she has partnered with Singaporean non-profit organization called AWARE to extend in-person counselling and legal support to the victims of sexual harassment in Singapore.

An alumnus of Harvard University, Anu was also the founder of a startup incubator - EFI Hub. EFI Hub's mission is to be a primary network driving tech and social innovation in the emerging and frontier markets of the world, connecting government intermediaries with the entrepreneurs in tech space in Africa and Asia.



A strong advocate of Gender Equality and Women's right, at EFI Hub Anu was engaged in supporting Rwandan business Women's Bakery – a co-operative bakery operated and run by women only. She worked relentlessly on working on establishing the branches of Women's Bakery in the refugee camps of the East Rwanda, creating employment opportunities for women in refugee camps.



# Beatrice Anne Tesoro Arit

## Founder & CEO, Visionary Enterprise, Philippines



Beatrice firmly believes that there is a need for spiritual revival and positivity, most especially in the workplace wherein most young professionals live very busy and stressful lives. Her venture Visionary Enterprise a.k.a. Certified Positive—a growing business from the Philippines, aims to create biblically inspired products that would help individuals journey with Jesus daily.

A graduate of De La Salle University—Manila with a degree of Organizational Communications and Marketing Management, Beatrice is influenced by her experience in training & development, sales, and public speaking which helped her decide to follow the path of Entrepreneurship.

Her passion to spread the Gospel to fellow peers inspired this young entrepreneur along with her co-founder and Chief Operations Officer, Sarah Mae R. Olicia; also with the support of her parents, Bayani Jr. & Dolly T. Arit, and a few volunteers to create a unique kind of planner that encourages and motivates its users to read God's Word in a fun and interactive way daily.



From a home-based business of one employee to currently, a team of eight and growing, Bea is dedicated to lead her team with excellence and determination founded on biblical principles as they grow this Certified Positive Movement in Christ.

Today, Certified Positive has been intensifying its reach around the world with a growing distributorship program, international church tie-ups, and corporate orders. Continuing the company's passion, the team introduced more products that encourages people to be more intimate with the Lord and are currently available in 200+ bookstore branches in the Philippines, nationwide and have been shipped



to various countries abroad including Dubai, Australia, Japan, Singapore, Canada, and to the U.S.A.



# Charlotte Nors

Managing Director, Singapore Repertory Theatre, Singapore



Charlotte Nors has over 20 years' experience in arts management from Denmark and Singapore.

During her 17 years with Singapore Repertory Theatre (SRT) Charlotte has been instrumental in the development of the youth wing, which includes The Little Company serving young audiences, SRT's Residency Programme as well and the mentorship programme for women in the industry to be launched later in 2018.

SRT has over the past 25 years established itself as a key presenting/co-producing partner for international touring productions such as Sam Mendes The Bridge Project and Peter Brook's Battlefield. SRT's focus however remains producing theatre in Singapore for a diverse audience ranging from original musicals like Dick Lee's Forbidden City: Portrait of an Empress to SRT's Shakespeare in the Park.

Charlotte is a proud graduate of the DeVos Institute's International Arts Management Fellowship programme at the Kennedy Centre in Washington DC.



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# Florence Kong

## Founder, Fab-A-Matter, Hong Kong



Florence Kong is a registered architect in the United Kingdom and Hong Kong. Before founding her own Hong Kong-based design studio, FAB-A-MATTER, she worked at world renowned architectural firms including Zaha Hadid Architects, Foster + Partners, and KPF. She graduated from the Architectural Association School of Architecture in London and the University of Hong Kong with First Class Honours.

Her design is known for its modern interpretation of traditional Asian elements. She pays great attention to context, detail, materiality, innovation and sustainability for each of her projects. Her recently completed smart-home project in Hong Kong was featured in South China Morning Post, Hong Kong Economic Journal and Perspective Magazine. Outside of work, she is devoted to architectural education. For the past decade, she has been teaching architecture and interior design at universities in London and Hong Kong. She has also frequently served as a guest critic at the Architectural Association School of Architecture, the University of Hong Kong and the Chinese University of Hong Kong.

In 2015, she was appointed as a member of the Royal Institute of British Architects Hong Kong Chapter Steering Committee. Since then, she has been actively organizing open events, competitions and seminars for fellow architects. From 2016 onwards, she has annually hosted "Little Architect" workshop with UNICEF for thousands of school-aged children to nurture their creativity and inspire them to understand and appreciate architecture.



# Ivy Lenet Saldanha

GM & Head Human Resources, Tata Power SED, India



Ivy has over twenty years of experience in people management and strategic human resource consulting. She has consistently associated with senior leadership in creating an enlightened culture built on core values while executing various people programs in alignment with business needs, thus resulting in happier and more effective employees, satisfied customers and better company performance.

Prior to joining Tata Power, she has been working as a Human Resources Director & Organizational Consultant in various organizations such as Actuant Corporation, ArvinMeritor, Tech Mahindra, ITC Limited & International Leisure Consultants. Along with her corporate responsibilities she dedicates her time towards providing support to the society by way of providing counseling and training to the needy children.

Her core competencies include managing people, culture building, business partnering, managing change, integration, organization effectiveness and effective management of various HR practices and Systems. She has conducted diverse seminars and workshops in several corporate, academic and management training sessions. She is currently associated with Tata Power, SED in the capacity of Head HR.

Ivy has earned several Industry Honors and is also a member of NHRD, CII, IMA and various professional bodies. Currently she is serving as the Board Member in Kanara Enterprises in the capacity of Director Mentoring.



# Janice Villaneuva

## Founder & CEO, Mommy Mundo, Philippines



Mommy Mundo ("Mommy World") is the pioneering multi-platform community for Filipino moms. It is the country's only one-stop, go-to resource built by moms for pregnant moms, newbie moms and young moms to help them navigate their new motherhood journey in ways that are inclusive, inspiring and empowering. Mommy Mundo's extensive multi-platform community has grown leaps and bounds in the past 15 years through Janice's burning passion and focused efforts.

Janice Villanueva began the mom community in 2003, out of the simple need to have on-hand resource as a new mom. Since then, Mommy Mundo has grown to be a relevant and purposeful mom community, staging more than 30 events per year. At the core of the community are the advocacies which Janice passionately believes in: Mompowerment, Mompreneurship, Momfluence and MomShare.

In 2008, Janice organized the very first Expo Mom in Manila. It was an extensive trade show for all things under one roof. This expo, done annually and now held nationwide the past 10 years, spurred on the "mompreneur movement" in the country. Today's Expo Mom boasts of 80% mompreneur booths, showcased side by side with multinational brands and companies.



What Janice hopes to advocate in her community is a culture wherein moms collaborate instead of compete; engage in knowledge-sharing rather than mom-shaming; establishing a safe space for Mompreneurs to create, cultivate, and conquer their entrepreneurial passions.

In 2017, Janice founded the Momfluence network, bringing together Manila's most influential moms in the digital space. Instead of harping on the social media numbers, Mommy Mundo through Momfluence, highlights these select women's "purposeful influence," highlighting their utilizing digital for positive and meaningful messages and campaigns.





# Jayomi Lokuliyana

## Co-founder & CEO, zMessenger, Sri Lanka



zMessenger is a leading digital solutions company providing a broad range of solutions in digital strategy and technology to serve connected customers. The brand has played a pivotal role in shaping the mobile marketing industry in the country.

Since inception, zMessenger has been awarded numerous accolades for designing and delivering exceptional consumer experiences. Most recently, the company bagged four wins at the Sri Lanka Telecom (SLT) ZeroOne Awards. zMessenger is the only Sri Lankan agency to be nominated for Festival of Media APAC Awards 2018. Being the only Sri Lankan agency to get nominated underscores strength of the company when it comes to creativity and execution and proves that we are on par with global brands and agencies.

zMessenger brings innovation to 'Digital Experience Design' through AI, Data, Technology coupled with Design Thinking and Business Consultancy to help clients think and act as digital commerce leaders.

Jayomi holds a Postgraduate Diploma in Marketing from Chartered Institute of Marketing-UK and has led mobile marketing & campaign strategies for major brands, corporate enterprises, agencies and social missions covering over 2000+ campaigns interacting with over 10+ million mobile users. She has also served on the Executive Committees of Chartered Institute of Marketing and Sri Lanka Institute of Marketing. Jayomi had been a lecturer for marketing and has lectured at several leading marketing schools.

Jayomi has been playing an active role in evangelizing entrepreneurship among youth and specially among women in Sri Lanka. Over the past few years she has been delivering speeches and knowledge sharing sessions for various youth segments from A/L students, University undergraduates, executives as well as start-up entrepreneurs.



# Katrine Eu

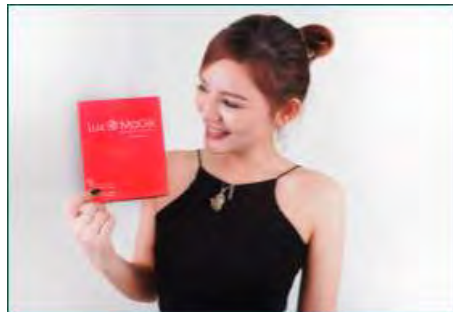
Founder, Luxeffect LR Resources, Malaysia



Katrine established Luxeffect LR Resources in 2015 to provide professional beauty and health care products. The company strives for service excellence by focusing in delivering top-notch services.

The mission of Luxeffect LR Resources is dedicated to maintenance feminine beauty and lives. By enriching quality of life with more beauty and enrichment, they seek to bring health and confidence to every customer. Therefore, the vision of Luxeffect LR Resources is to lead with their innovations, brands and technologies in order to establish international presence form the basis of a unique company environment dedicated to pushing the boundaries of the professional healthcare and beauty industry.

The flagship products of the company are LuxMagix, Uslim, Silkbaby, Fulenlis CC Cushion and Beauty lady. The company continuously carries out extensive research and development to bring forth new and better products for the consumers. They formulate, develop, manufacture, distribute and undertake research pertaining to all markets across many regions and borders.



Katrine has over 10 years of experience in this field and led the company to successfully grow to over 100 agents today. In 2016 and 2017, she successfully entered the international arena, and won a lot of awards in the enterprise industry!



She is also one of the founders of PFE Marketing. PFE Marketing Team, under the leadership of Master Edward and Katrine Eu, provides one-stop Fengshui & Bazi services that include Residential Fengshui, Name Changing for Adult , Child Naming ,Commercial Fengshui, Bazi Analysis, Date Selection for Marriage, Date Selection for Childbirth and Date Selection for House Moving.

Some of the accolades bestowed upon her include International Bodybuilding Award; International Enterprise Influence Award and Malaysia's most Influential Beauty and Health Award amongst others.



# Kim Underhill

Management Consultant, Ultimate Balance Consultancy, Singapore



Armed with more than 23 years international business and management experience in the food service industry, Kim held major commercial roles managing fortune 500 accounts; and senior executive roles leading change through strategic & organisation development, increasing people effectiveness and business performance.

Kim Underhill is a keynote speaker, trainer and coach always inspiring, educating and motivating her global audience through engaging, practical, insightful, interactive, fun and content-rich programmes.

Her flagship New Age Leadership programme looks at the holistic approach of managing oneself in Self-Leadership, establishing an effective and efficient team culture in Team-Leadership, and ultimately delivering successful performance through Business-Leadership.

Kim is the author of "Success Inside Out, Challenge or Choice", a 6-step self-coaching methodology and guidebook that helps individuals understand what it takes to gain ultimate work-life balance and achieve success under any circumstance and in any environment.

Kim advocates for women through her Diversity & Inclusion programme "Winning in Heels - Breaking the glass ceilings and having it all".

In addition, as President of Daughters of Tomorrow, a non-profit organisation, Kim volunteers to train/coach underprivileged women to gain confidence and skills through its Confidence Curriculum, that helps them return to the workforce. Kim's interest and passion to provide coaching and training is the result of her vision to leave a legacy in helping people achieve ultimate balance in life.





# Laleh Busheri

## CEO, Prashanti Cancer Care Mission, India



Prashanti Cancer Care Mission, a well-established NGO registered in 2000, was born due to the unfulfilled needs of departed cancer patients, who either did not start treatment or left it midway due to lack of funds. This NGO provides free or affordable diagnosis, medical treatment (surgery, chemotherapy and radiation therapy), patient support and rehabilitation to cancer patients and their families from various social and financial strata. Prashanti touches the lives of close to 30,000 cancer-affected families in Pune, India and its surroundings every year.

Laleh has established and runs a State of the Art center of affordable excellence- "Orchids Breast Health". This unique facility has gained reputation as being a one-of-a-kind integrated Center for Breast Cancer in India for its unmatched medical expertise, sophisticated infrastructure and treatment protocols. She has also led the creation of five mobile breast cancer screening vans, fully equipped with mammography machines and facilities for biopsy and pap smear procedures. These vans have been influential in reaching and screening over thousands of women, and approximately 40,000 women in 2017 alone. Those who are detected with cancer are treated free of cost at the Center.

She is founder member of the first Pink Ribbon Club in Pune and a counseling program for oncology counseling that is a support group for breast cancer patients that hand holds them through the bewildering maze of challenges the disease brings to its wake. Fun-filled activities such as picnics, movies, are organized monthly for the patients and care givers. An annual marathon is also organized for breast cancer, well attended by over 15,000 runners.

She heads the Research wing at Prashanti Cancer Care Mission. This research group has undertaken interesting projects in various topics of Breast Cancer research with include epidemiology, community health, novel breast imaging techniques, genetics, molecular biology, innovations in breast cancer surgery, chemotherapy, and other alternative interventions.



Laleh Busheri hails from the royal family from Persia (presently Iran), a direct descendant of the Qajar dynasty and a great Grand niece of Sultan Mohammed Shah, Aga Khan III. Her education background is a Bachelor in Law (L.L.B) followed by a Master's degree (L.L.M) at University of Mumbai for which she was awarded a training fellowship.



# Ar. Marie Stephanie Gilles

## Chairperson, UAP Emergency Architects, Philippines



Ar. Stephanie Gilles simultaneously held two positions at United Architects of the Philippines (UAP), one was Emergency Architects (from 2015 to present) and the Committee on Liturgical Architecture & Sacred Spaces (as Founding Chair). She also founded and currently chairs the Guild of Liturgical Designers (GOLD). Through these advocacies, she has pushed for the advancement of liturgical architecture in the country, while altogether promoting disaster resiliency and preparedness.

Her dynamic leadership has brought the UAP Emergency Architects to soar new heights, expanding and strengthening the network of resiliency with local and international program partners, working together towards providing technical assistance of rehabilitation and recovery, designing alternative temporary shelters for use of disaster-stricken communities.

In 2017, Stephanie received the National Presidential Award of Merit from the UAP and the Diliman Chapter Presidential Award for Meritorious Service in recognition of her passionate dedication to the advocacy of the UAP Emergency Architects.

She has held many prestigious positions in the past including Head of the Philippine Section on Responsible Architecture, Union Internationale des Architectes (UIA Region IV); Director - Gerry Roxas Leadership Awardees (GRLA) Institute and Chairman of the GRLA Scholarship Committee.

She is among the first few ASEAN Architects from the Philippines (AA-PH#57) to be conferred that title out of about 40,000 registered licensed Filipino architects. She was recently elevated to the status of Fellow of the United Architects of the Philippines and soon will be conferred as an APEC Architect.



# Nadia Al Sheikh

## Founder & CEO, Deal'n, Singapore



Deal'n is a lucrative business module that incorporates e-commerce with philanthropy & aims at transforming all members of the community into productive members, emphasizing at empowering the vulnerable members, by providing them with opportunities & solutions based on their own talents, skills, expertise & abilities.

A privileged young girl, brought up in Jordan from a middle class family, by parents who believed education as empowerment & gender equality, Nadia's personal journey started at the most difficult time of her life. She lost two of her pillars for a normal life, her beloved father & the end of her marriage, that coincided together, in a strange country, miles away from home. Circumstances pushed her to entrepreneurial world by starting her first company Flenco with her partner. Throughout a journey of 9 years Nadia worked hard at understanding, learning about the wellness and skin care industry and closely studied the Asian culture from a business & social perspective.

After establishing Flenco and proudly introducing their own Sustainable Singaporean Natural Skin care brand "Flen", that combined Chinese medicine with Dead Sea minerals formulated to suit the Asian climate, she introduced the concept of Mobile spa "Mspa" a five stars spa at the comfort of your home.

The seeds of Deal'n were being planted when her son was pursuing his studies in United Kingdom. Her son represented the future and through him she was able to see the problems as seen by the youth. This helped her in addressing them while creating the vision & mission of Deal'n.

Deal'n collaborates with local NGO in order to reach their beneficiaries. This is done thorough tailor made workshops to educate and empower them as business professionals so that they can help overcome barriers, social stigma and provide all users with a fair chance irrespective of their background.





# Rashi Sanon Narang

## Founder & Creative Director, Heads Up for Tails, India

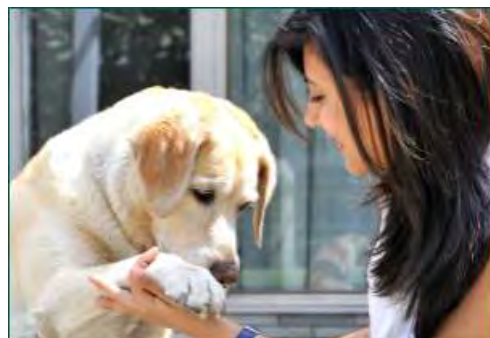


Heads up for Tails is the only lifestyle brand dedicated to physical and emotional well-being of pets. The brand offers top notch pet products, salon & spa services backed by dog experts and behaviourists, Pet Bakery, knowledge based blogs and workshops for pet parents and fun events where pets can accompany their parents.

What started as a small home-grown business back in 2008 is today India's first and only comprehensive pet care brand catering to all aspects of pet care. The brand's aim is to make pet parenting in India more responsible and enjoyable and be a one stop destination for all requirements pertaining to pets. Products at Heads Up For Tails are tried and tested in house by team members who are also dog parents to identify any problems and rectify them before making them available for sale at the offline as well as online stores. The brand stands as a boon for the Indian pet industry with incredible products ranging from organic and natural toys & treats, designer bowls, cutest pet accessories, dapper clothing options and much more! Heads Up For Tails not only aims to extend top notch products and grooming experience to pets but also to further evolve the pet parenting scenario and hand hold new and first time pet parents into this joyful journey.

Besides being an entrepreneur, Rashi works hard to give back to the canine world. She is actively involved in aiding adoptions and contributing in multiple ways to organisations Like Friendicoes, SPCA and People for Animals among others. The brand believes in standing up for tails of all sizes, species and whether they are pets or free roamers. The Heads Up For Tails blog actively promotes adoptions and rescue cases helping many puppies get placed in amazing homes.

A graduate from London School of Economics, Rashi went on to prove her metal in the corporate world, when her first love, her Labrador Sara turned her into an Entrepreneur. It started with Rashi scouring the online market and local pet stores in search of quality products for her first ever puppy and being dismayed with the quality and nature of products available.



# Senela Jayasuriya Abeynaike

## Founder & CEO, Women Empowered Global, Sri Lanka



Empowering individuals, coaching, mentoring and leadership grooming has always been a very core area for Senela. An international speaker, leadership & management trainer and a business & performance coach, Senela is the Founder and CEO of Women Empowered Global. It is a dedicated platform to help women and girls rise, lead and thrive by becoming more confident and influential as an individual, an entrepreneur or professional.

Women Empowered Global ([www.WomenEmpowered.global](http://www.WomenEmpowered.global)) offers working women, female start-ups, mompreneurs, graduates and school leavers various mind set and skill set coaching, professional skill development scholarships, courses and growth opportunities to enable them to become more successful and ready for global impact.

Previously, Senela was the Country Manager for Sri Lanka & Head of Marketing - International (US, AUS, UAE, UK) for a reputed British firm headquartered in Hertfordshire, United Kingdom. She was also employed in a leading Fortune 500 company headquartered in San Ramon (Calif., USA) and was involved in Brand Development, Marketing Communications, Public Relations, Stakeholder Management & Corporate Social Responsibility. Senela received the prestigious WEF17 Award of "Iconic Women Creating a Better World for All" at the Annual Women Economic Forum 2017.

She has been a lead corporate trainer and coach for McQuire Group of Companies [www.mcquire.org](http://www.mcquire.org) since 2013 and subsequently was the Board Director in 2015. She was appointed as an International Committee Member for Marketing, PR & Communications (2014/16 biennium) at Zonta International ([www.zonta.org](http://www.zonta.org)), affiliated with the UN. She held the post of District Liaison for 7 Countries (AUS, SGP, PHL, THL, BNG, IND, SL). Made Board Director of the Zonta Club II of Colombo (District 25) for the 2014/16 biennium. Chairperson of the Jane M. Klausmen Women in Business scholarship and awards 2015/16. She is an AEC member at the Women Economic Forum 2017 and an honorary life member at the ALL Ladies League international women's chamber. Senela is also a life member of The Global Society of Empowered Women headquartered in New York.



# Sherie Ng

## Managing Director, NICE Ltd., Singapore



Sherie is a veteran in the high technology sector, with over 20 years of experience across the Financial Services, Telecommunications, Government and Oil & Gas industries in various global leadership and management positions,

She is known for her work in driving high growth company, passionate in business strategy, creating high performance culture, transforming brands and building businesses. She was recently involved in leading digital transformations across Asia Pacific with Tier 1 and Tier 2 banks, financial institutions, insurance and telco driving their digital transformation agenda including acceleration of cloud, automation, analytics, AI & ML programs driving focus on helping regional operations digitized their operations and client engagements.

In her current role as Managing Director of NICE Ltd., a global enterprise solutions (Big Data Capture & Analytics, Robotics Automation transforming Customer Experience, Organisational Efficiency and Financial Crime and Compliance), Sherie is responsible for driving revenue and profitability growth for the Asia-Pacific, China & Middle East markets. She has been influential in increasing the top-line multi-fold through strategic customer acquisitions and aggressively growing its eco-system of partners while building a high-performance salesforce supported by highly efficient operations.

Prior to joining NICE Ltd., Sherie held various leadership and marketing positions in the technology sector with firms including Invensys, Singtel, Comverse, CSG International and Lucent Technologies. She has been widely featured in major regional newswires including Bloomberg News, Channel NewsAsia, CCTV, CNBC, TVB, China Economic Herald, Financial Times, Business Times, Straits Times, Economics Times and the South China Morning Post providing thought leadership and driving knowledge / technology exchanges between experts in the field.





# Shirley Ong Siew Chen

## Vice President, Mutual Benefits Realty Pte Ltd, Singapore



Shirley Ong is multi Award winning property consultant in Singapore. She is the Vice President of Mutual Benefits Realty where she plays an active role in pitching for developers' projects, giving local and overseas sales training and bringing developers overseas for road shows. She had a drastic career switch in her twenties when she left the corporate world to join the real estate not knowing where she is heading. Needless to say, she has marked out a successful path, many years later.

Shirley attributes her success to God, her love ones and her clients. A proud and first Singaporean to win "Distinguished Salesperson Award" in year 2016, an International Award held in Hong Kong, Shirley was also featured in The Asian Entrepreneur in year 2017. She has built strong networks in Indonesia, Malaysia, Hong Kong and China as she has immersed herself in these countries for more than 10 years. Being well versed in English, Mandarin and Bahasa Indonesia, she finds it quite advantageous to connect & converse with clients and colleagues easily.

She is also the founder of Shirley Ong holdings which runs various other businesses and her latest initiative is reaching out to the millennials and women through her project "Diamonds CEO" and "Secrets Jewels".



### Women Icons Malaysia, 2018



### 4th Icons of Learning Summit & Awards, Singapore, 2017



### 2nd Icons of Healthcare Summit & Awards 2017



### Women Icons Asia, 2017







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### Axis seeks investment

Axis seeks investment The government has approved increase in foreign investment in Axis Bank Ltd's from the current 62 per cent to 74 per cent on a fully fungible basis. The Cabinet Committee on Economic Affairs (CCEA) cleared the bank's proposal that will yield an

### Pursue FTA with UK

Pursue FTA with UK A Survey by the Federation of Indian Chambers of Commerce and Industry (FICCI) brings to the fore the concerns of India Inc. over the possible near term impact of 'Brexit' on Indian business and the economy, but calls for Free Trade Agreement

### FDI in Food Retail

### World Bank

World Bank assures Prime Minister, Narendra Modi, of its support in choosing to follow a

### On offer: Solar project

On offer: Solar project Design, Supply, Installation, Testing and

### Brexit: Penny wise, Pound Foolish!

Yes, "Brexit: Penny wise, Pound Foolish!" The massively adverse fallout in global markets against the backdrop of Brexit is emblematic to the "Penny Wise, Pound Foolish" nature of the move, says VLS Bank chief executive officer Rana Kapoor. Share this post.

### Bullish direct selling industry

Bullish direct selling industry The direct selling industry in India is currently reckoned at INR 75 billion, one of the fastest growing non-retail formats, recording double digit growth of more than 16 per cent over the past four years. It has attracted a large

### FDI in Food Retail

FDI in Food Retail By Dr Ananteshu Paul (This paper was presented at the Institute of South Asian Studies at the National University of Singapore). The decision to announce 100 per cent Foreign Direct Investment (FDI) in domestic food retail operations in India

### Be proactive for agri-sector

Be proactive for agri-sector India needs to be proactive on its agricultural activities and policies, modernize the sector, raise the expertise and increase knowledge among farmers, says Maral executive officer of Raisobank Singapore

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## About BERG



### Business Excellence & Research Group Singapore

Business Excellence & Research Group Pte Ltd (BERG), is a Singapore-headquartered entity committed to nurturing and promoting business excellence across diverse sectors. In this quest, BERG has gone on to establish thought leadership, business networking & recognition platforms since its inception in 2013.

Among the areas of focus thus far have been :

- 1) Urbanisation, Sustainable Development & Real Estate
- 2) Skill Development, Lifelong Learning & Education
- 3) Entrepreneurship & Startup Ecosystems
- 4) Medical & Global Healthcare Practices
- 5) Celebrating Women Achievers – Women Icons
- 6) Cyber & Homeland Security

The manifestation of the various initiatives have been in the form of summits, conferences, business networking sessions and recognition through awards. Combined with a sustained communication process in the international media and through in-house knowledge initiatives like the AsiaBizToday, the effort is to have an ongoing dialogue in these areas and be a catalyst to find practical solutions.

BERG's Advisory Board & Executive Team brings together people with diverse international experience & expertise. Headquartered in Singapore, BERG finds representation in some of the key emerging markets of Middle East, India, Sri Lanka, Philippines, Thailand, Indonesia & Vietnam.





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