Citations on Award Winners

Senior Alumni Category (40 & above)

- Veronica Eng (BBA Hons 1976)
  - Partner, Permira Advisers Limited, UK

Veronica Eng graduated with a BBA Hons degree from the former University of Singapore.

Today, Veronica is the only Asian and only female in the ten-member Board of Permira, a leading Europe-based private equity firm with offices and activities around the world. Based in London, she is also a member of the Investment Committee and has responsibility for fund issues such as strategy, portfolio weightings and diversification and currency of all Permira Funds. She also has firm wide oversight of Permira’s Financing Group, transaction execution and risk management.

She has played a critical role in Permira’s considerable success over the past 20+ years. Since joining in 1985, she has been instrumental in building one of the first truly pan-European private equity operations and, over the past five years, expanding to become a global business. Permira now has more than €22bn of funds under management; 12 offices including Frankfurt, Hong Kong, London, Madrid, Milan, New York, San Francisco and Tokyo; and more than 130 professionals globally.

In 2007, the Financial Times wrote “Veronica Eng has a legitimate claim to be the most powerful woman in European private equity and is a significant force within the firm.” Financial News recently named her one of the top 100 Women in European Finance, describing her as “a pivotal figure as the firm looks to negotiate more difficult conditions for leveraged buy-outs.”

Prior to joining Permira in 1985, Veronica was Head of Corporate Finance at Schroder Investment Bank in Singapore.

Veronica epitomizes the ideal role model of the NUS Business School alumnus. She is successful as an entrepreneur, eminent in the finance sector and operates on a global platform. Despite being based in London, she has an active continuing involvement with the School and the University.

Veronica helped in the setting up of an NUS MBA Private Equity Award for Student Exchanges. She has also conducted seminars and classes to share her experience with
our students and members of the Singapore finance community. Veronica also sits on the NUS MBA Advisory Board.

- **Ng Ser Miang (BBA Hons 1971)**
  - Chairman, Singapore Sports Council
  - Chairman, NTUC Fairprice Cooperative Ltd
  - Executive Board Member, International Olympic Committee
  - Singapore Ambassador to the Republic of Hungary and the Kingdom of Norway

Ng Ser Miang graduated with a BBA Hons from the former University of Singapore. He has led the way for NUS Alumni by his outstanding achievements in sports, public service and in the private sector.

The former SEA Games silver medallist sailor and chairman of the Singapore Sports Council is an avid sportsman and continues to serve as patron to the Singapore Sailing Federation, advising budding sailors from his experiences in countless international, continental, and regional yachting competitions.

Well-regarded for his sporting excellence, management acumen, and service-oriented nature, he was appointed as the chairman of the inaugural Youth Olympic Games Organising Committee (YOGOC) to be held in Singapore in 2010. He was elected as a member of the International Olympic Committee (IOC) in 1998 and has served on the IOC Executive Board since July 2005. He is the only Singaporean sportsman to have achieved such recognition.

In 2004, he played an instrumental role in bringing the 117th IOC Session 2005 to Singapore. He was a member of the Evaluation Commission which was responsible for reviewing the bids for the 2012 Summer Olympics and is a member of the IOC Coordination Commission for this year’s Beijing Olympics and the London 2012 Olympic Games.

Presently serving as the chairman of the Board of Directors of NTUC FairPrice – the largest supermarket chain in Singapore, he had formerly received the Outstanding Chief Executive Award in 1992 following his success as the founder and managing director of TIBS Holding from 1982 to 2001 (before it was sold to SMRT Corporation). In addition, he has also been appointed a Justice of Peace since 2005 and a Director of Singapore Press Holdings since 2007.

Ser Miang’s other contributions in the public service include serving as a nominated member of parliament from 2002 to 2004. He has also been Singapore’s ambassador to Norway and Hungary since 2001. His excellent record in public service has been well-recognised with numerous awards including the Public Service Star in 1999 and several awards by the National Trades Union Congress (NTUC).
Ser Miang has been an ardent advocate of the School, having been involved in several projects, the latest of which is a Golf Challenge in 2007 to help raise funds for the new School building.

**Young Alumni Category (below 40)**

- **Adam Khoo Yean Ann (BBA Hons 1999)**
  - Executive Chairman, Adam Khoo Learning Technologies Group Pte Ltd

Adam Khoo is an Honours graduate of NUS Business School. As an undergraduate, he was placed on the Dean’s list for three consecutive years and also a pioneer member of the prestigious Talent Development Programme (TDP).

He is an entrepreneur, a best-selling author and a peak performance trainer. A self-made millionaire by the age of 26, he owns and runs several businesses in education, training, event management and advertising, all with a combined annual turnover of $30 million. He is the Executive Chairman and Chief Master Trainer of Adam Khoo Learning Technologies Group Pte Ltd and a director of seven other private companies. Adam is also a director of the Singapore Health Promotion Board (HPB).

He is also the best-selling author of seven books including “I Am Gifted, So Are You!” (ranked MPH#1 best-seller in 1998/1999). His other books include “How to Multiply Your Child’s Intelligence” and “Clueless in Starting a Business”.

His 4th book “Master Your Mind, Design Your Destiny” became the second highest selling book in Singapore in 2004. His latest two books are “The Secrets Of Self-Made Millionaires’ and ‘Secrets of Millionaire Investors” which have both stayed on the Number One Spot on the Straits Times Best Sellers List for more than 52 weeks. His most recent book is “Nurturing the Winner and Genius in Your Child”, which is currently ranked #3 on the National Best-Sellers list.

Over the last 15 years, Adam has trained over 650,000 students, teachers, professionals, executives and business owners to tap their personal power and achieve excellence in their various fields of endeavour.

His success and achievements are regularly featured in media like The Straits Times, Business Times, The New Paper, Lianhe Zaobao, Channel NewsAsia, Channel U, Channel 8, Newsradio 938, The Hindu, The Malaysian Sun, The Star and many more. He was recently ranked among the top 25 richest Singaporeans under the age of 40 by the Executive Magazine.

He has spoken at the Business School Alumni Association flagship “CEO Unplugged” Series, as well as at various functions organised by the university.
• Howie Lau How Sin (BBA 1993)
  o Executive Director, Lenovo (Singapore) Pte Ltd

In his 15 years of tour of duty in the infocommunications industry, Howie has taken on various roles ranging from e-business, public sector, security, e-procurement and personal computers. Howie is currently the Executive Director for Commercial Business for Lenovo in ASEAN and Korea.

He manages over 70 professionals across these countries with a focus on growing the business faster and more profitably than the industry. He was previously General Manager for Lenovo Singapore, Indonesia and the Philippines, and led the Singapore team’s successful post-acquisition transition from IBM Personal Computer Division to Lenovo.

For his performance and contributions to Lenovo, he was recently nominated as an Olympic Torch Bearer and ran in the Thailand segment of the Olympic Torch Relay.

Prior to Lenovo, Howie was the Country Manager for Public Sector and Country Manager for e-Business for IBM. He has also served as General Manager for Ariba Singapore/Malaysia.

During his tenure as Country Manager for e-Business for IBM Singapore, Howie and his team drove a number of online “first’s” in Singapore with Singapore companies. These included the first e-banking project and first cyber-supermarket. His team also successfully implemented the world’s first SET (Secured Electronic Transaction) online credit card payment out of Singapore for a major global bank and credit card brand.

Howie is serving his third term as an Executive Council Member of Singapore Computer Society. He had previously served on CommerceNet, Singapore Multimedia Forum and SCCCI IT Advisory council. Howie has also participated as a judge for Startup@Singapore, Entrepreneur of the Year Award and NTU Business plan competitions.

Howie served one term on the Board of NUS Business School Alumni Association. Despite having stepped down, he has been a supportive alumnus in events and initiatives undertaken by the School and Association. During his BBA days, Howie was very actively involved with the Bizad Club and Bizad Society.

He has consistently attributed that his career has been shaped very well by what he learnt during his three years in NUS Business School. As part of his contribution to his alma mater, Howie helped secure sponsorship, through Lenovo, for a Retail Management Competition hosted by NUS BBA in 2006.
Special Service Award

- Peter Y.B. Tay (BBA Hons 1975, MBA 1987)
  - Managing Director, TPS Corporate Services Pte Ltd

Peter Tay Yew Beng graduated with a BBA Hons in 1975, followed by a MBA in 1987. He is currently Managing Director of TPS Corporate Services Pte Ltd, a boutique firm specializing in providing corporate and consultancy services in local and offshore company incorporation and corporate secretarial and management services, international financing, trading and investment.

Peter’s involvement with the School goes back to his student days. He was an active member of the Bizad Club and President of AIESEC-Singapore where he attended the Leadership Development Programme and a Traineeship with Olivetti in Japan. In 1986, he started BASA (Business Administration Society Alumni), which is the predecessor of NUS Business School Alumni.

For his academic excellence and extra-curricular activities in the University of Singapore, he was awarded the Kesatuan Akademis (University Gold Medalist). Since 2004, he has been the President of the NUS Business Society Alumni Association, Chairman of the School’s International Resource Panel and a member of the School’s Advisory Board.

Peter is also an active supporter and volunteer with several charitable organisations and uniformed youth groups. He is a director with YMCA Singapore, an advisor of the Board of Advisors, AIESEC-Singapore, and Honorary Vice-President of the Boys’ Brigade in Singapore (since 1996). He served as President of the Boys’ Brigade of Singapore between 1992 and 1995.

On the corporate front, Peter's career has been just as illustrious. Peter sat on the Board of numerous companies (both listed and non-listed) in Singapore, Hong Kong, Australia and Indonesia and was director of several listed companies.

He is also a Director of Asia Offshore Association Limited, Hong Kong and Council Member of China Academy of Wealth Planning & Management, China. His current clientele network includes many prominent businessmen and corporate personalities in Indonesia, Thailand, Hong Kong, PRC, Taiwan, India and Middle East.
Yeo Keng Joon (MBA 1985)
  - Managing Partner, Global Biotech Singapore

Yeo Keng Joon holds a BSc (Hons) in Chemistry from the University of Malaya in Kuala Lumpur, Malaysia, and earned his MBA from NUS Business School. He has been very active in alumni matters, being a past President of the MBA Alumni-NUS; Immediate Past President of the NUS Business School Alumni Association (NUSBSA) and a member of the NUS Alumni Advisory Board since its inception in 2005.

Since 2000, he has been appointed to the Board of Advisers of the NUS Business School. In 2006, he was awarded the Distinguished Alumni Service by NUS.

Keng Joon has developed various initiatives to inculcate entrepreneurship among youths in Singapore. He co-chairs the Startup@Singapore Business Plan Competition and Forums, now in its tenth year. He has been the mainstay in organising “CEO Unplugged”, a signature event of NUSBSA, where eminent CEOs are invited to share their experiences and provide tips on their successes and pitfalls in their career paths.

Keng Joon also has compassion for the under-privileged in society and is active in community outreach projects. As part of an NUSBSA initiative of mobilising experienced alumni to help non-profit organisations, he organised a team to help St Luke Hospital in reviewing their business strategies; and conducted workshops for the National Volunteer and Philanthropy Centre.

In 2007, Yeo Keng Joon single-handedly spearheaded an initiative for NUSBSA in raising about half a million Singapore dollars (with government matching) to set up 10 bursary funds valued at S$25,000 each. Alumni, faculty and friends rallied around this very worthy cause. This NUSBSA Bursary Fund will provide financial aid of $2,500 each for 10 needy students from the NUS Business School yearly, in perpetuity.

Keng Joon has been in the specialty chemicals and biotechnology business for most part of his career. He was the Director/General Manager for the adhesives and coatings business in the Cold Storage Group of companies in Malaysia and Singapore and then the Marketing Director, Regional Director and Aquaculture Director for the Gold Coin Group, one of the leading animal feeds and nutrition companies in Asia.

Currently, he is the Managing Partner of Global Biotech Singapore, an investment and consulting company with interests in aquaculture feed operations in Indonesia, and India, and is also in the business of anti-mold products for the footwear and garment industry in China, Taiwan, Hong Kong and Vietnam.