



The Business School  
for the World®



清华经管学院  
Tsinghua SEM



Tsinghua-INSEAD Executive MBA  
Class Profile 2021

## Tsinghua-INSEAD Executive MBA (TIEMBA) Programme

The TIEMBA is a unique partnership between INSEAD, “The Business School for the World”, and Tsinghua, one of China’s most prestigious universities. The programme takes place across INSEAD’s three campuses in Singapore, Abu Dhabi and Fontainebleau (France), and Tsinghua’s campuses in Beijing and Shenzhen.

As a participant, you won’t just exchange perspectives within an elite, dynamic, culturally diverse class of experienced managers; you’ll also join two powerful alumni networks. You won’t just learn from some of the world’s great business thinkers; you’ll also encounter a rich blend of learning philosophies.

### Class of 2021 - Key Facts

**31** Participants

**12** Nationalities

**37** yrs  
Average Age

**36%** Female

**12** yrs  
Average years of work experience

**39%** Working outside home country

### Main Industry Sectors



Technology, Media & Telecommunications	26%
Financial Services	16%
Manufacturing/ Conglomerate	16%
Retail, Consumer & Luxury Goods	10%
Corporate Services	10%
Primary Industries	6.5%
Transportation	6.5%
Others	9%

### Geographical Diversity



Greater China	29%
Asia Pacific (excluding Greater China)	39%
Europe	21%
Americas	11%

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## Ming CHEN

Chinese  
Director  
China Sourcing and Asia Feed Sales

In Ming Chen's current role, he oversees the execution of commodity market strategy in the upstream and consumer/distribution strategy in the downstream of the business. He has diverse experience in market analysis, strategy development, sourcing and supply chain management, and key account sales management.

By joining the TIEMBA programme, he aspires to build a business model that helps the new generation of farmers in China in future.



## Timothy CHEN

Singaporean  
Chief Executive Officer  
Max Financial; MaxFinx

Timothy is in the Fintech and financial services space, catering to the South East Asia market. Previously, he was running several tech companies and a Venture Capital fund (Singapore, Malaysia, Indonesia) over the past 11 years. His career experience spans across investment banking and private equity based out of Singapore and Shanghai.

Timothy aims to improve his leadership skills, learn the latest management practices and challenge himself in new areas.



## Shaw Ming CHIA

Malaysian  
Senior Vice President, Strategic Advisory  
DBS Bank Ltd, Hong Kong SAR

Shaw Ming is responsible for cross border Merger & Acquisition (M&A) origination and strategic client coverage in Greater China. During his 14 year banking career, he has worked in credit risk management, corporate and investment banking covering the Technology, Media and Telecommunications sector and M&A.

Through the TIEMBA programme, Shaw Ming hopes to nurture his leadership skills and develop management knowledge for future transition to general management.



## Charles CHIU

Hong Kong Chinese  
Partner, Corporate Finance  
Whale Capital Inc.

Charles has 10 years of experience in the finance and banking industry. Whale Capital Inc. is an integrated platform providing a full range of investment-related services including investment banking services, debt restructuring, strategic advisory and startups incubation. Before joining Whale, he started a wealth management company and an oil trading company in Hong Kong and Singapore. He was the General Manager and CFO of the company. He started his career in the banking industry focusing on China-Hong Kong cross-border business.

Charles looks forward to exchanging ideas in a cross-cultural and diversified environment, as well as sharpening his leadership and entrepreneurial skills during the TIEMBA programme.



## Lin DU

Chinese  
CEO  
BasicFinder Co. Ltd

Lin is a highly motivated and energetic serial entrepreneur with 10 years' experience in establishing and managing all ongoing business lines such as marketing and sales, product development, and business strategy. Having been immersed in different industries (digital marketing, wholesale and retail, and artificial intelligence) and countries (China, South Africa and USA), Lin is a seasoned business leader and problem solver strongly committed to promoting cultural sensibility, team spirit and quantitative thinking.

Through the TIEMBA programme, Lin aims to continue to impact the AI industry by expanding BasicFiner globally and to gain more social impact opportunities.



## Brice ELHAIK

French  
General Manager  
Bridor

Brice is always curious and positive, not afraid of the impossible, but rather find a solution to manage it. He graduated from Louvre's museum school, and he believes in hard work and common sense. "A good plan today is better than a perfect plan tomorrow". As a manager, he considers one of his biggest responsibility is to make each of his employee's dreams come true which requires a shared goal and commitment.

Brice aims to expand his professional horizon to other sectors, both economic and geographical by joining the TIEMBA programme.



## Wenjie FAN

Chinese  
CEO  
InFin Technology

Wenjie grew up and studied in Shanghai, and graduated with a master degree from Beijing. Previously, he worked for Ping An of China, which founded InFin Technology in 2017 and became CEO for the company since then. The company has since expanded business in India, Indonesia, Vietnam, the Philippines and other countries. Wenjie's

expertise lie in fintech and financial risk management.

By joining the TIEMBA programme, he hopes to improve his leadership skills and enhance his global perspectives.



## Angela You-Wei FENG

Canadian/Taiwanese  
Managing Director  
Authentic Brands Group

As a marketing professional with over eight years of consulting experience in brand management, marketing strategic planning, digital marketing, media, and project management for global companies, Angela has a passion for brands and marketing with North America, China and Asia regional marketing and business development experience.

She also has in-depth understanding of internal and external analysis and factors that impact target audiences to help formulate vision and strategy for applying marketing strategy to address business challenges. In her career, she led large teams to execute major cross-functional marketing campaigns in North America and China.

Angela aims to create her own brand and work towards becoming a successful entrepreneur through the TIEMBA programme.



## Danning Nichole FU

American  
VP  
Huayi Brothers Art Corp

In her current role, Nichole assisted the President in building the company up from ground zero. Her main responsibilities now include expanding the museum's art collection and oversees the art exhibition curatorial.

By joining the TIEMBA programme, she hopes to improve her leadership skills, gain more exposure in corporate governance and hone practical knowledge in the topics of finance and economic.



## Daniel GOH

Singaporean  
Head of Asia Pacific Rewards  
Maersk Group

Daniel partners closely with senior business leaders and HR business partners to strategise and co-create the overall people strategy of “Growing People Growing Business”. This is done by curating an ecosystem conducive for employees to bring their best self to work and build highly performing Asian workforce engaged to fuel business growth.

Through the TIEMBA programme, he looks forward to interacting with faculty and course mates from diverse backgrounds including those in other courses and across five campuses. He is also excited about the “east-west” cultural experience, global alumni network and friendships that go beyond the academic years.



## Joel GUTIERREZ IBANEZ

Mexican/French  
Chief Product Officer  
Sciforma Corporation

Joel's engineering background through the years has morphed into management with the broader experience provided by his project management consulting years helping companies set up solutions for managing projects of different industries: build software, provide water and gas to a city, develop pacemakers, airplane seats, medicines or even submarines. For the past 10 years, Joel transformed and reshaped the B2B project management software his company has sold for over 30 years. Today, he directs the largest team across the corporation.

Joel looks forward to increasing his understanding of Asian markets and culture to become a bridge between the East and West for his company's expansion. He also wants to enrich his current engineering and management position with deeper knowledge of business administration in preparation for an upcoming CEO position.



## Yue (Cecilia) HE

Chinese  
Senior VP/Director of Operations  
Cloudcone Technology Pte Ltd/ P.T. Layanan Keuangan Berbagi

Cecilia is currently the Senior VP for Oversea Business Units of a China invested IT/Fintech group, responsible for all aspects of business operations of the group, including business development, operations, risk control and compliance across seven countries for 19 establishments. Her career to date has primarily focused on the internet and finance industry, in which she has studied and worked in eight different countries.

Cecilia aspires to become a successful serial entrepreneur and transition to a serial venture investor with the knowledge and network gained from the TIEMBA programme.



## Jackie HU

Singaporean  
Group Audit Director  
Midea Group, Shunde - China

Jackie is responsible for the full spectrum of corporate governance of Midea, including risk, control, audit and anti-fraud compliance covering all business segments worldwide. The company's products are sold in more than 200 countries around the world and ranked 312th on 2019 Fortune Global 500.

Jackie's expertise lies in corporate governance, risk management, internal control, strategy and general management. He is also a certified CPA.

Through the TIEMBA programme, he aims to get ready for an ever-changing business landscape by improving his leadership skills and general management capability.



## Jaehyun KIM

Korean  
Group Leader  
Samsung Electronics

In his current role, Jaehyun is responsible for all kinds of materials in semiconductor manufacturing process such as wafer, PR, target, electroplate, PAD, slurry, precursor, gas, chemical, and counting. He leads a team of 70 people in Korea and 20 people in the USA (Samsung Austin Semiconductor) towards new development and continuous

improvement of materials, which are essential to semiconductor fabrication for new and current devices. His expertise lies in setting the right direction for the new material development in the semiconductor industry and having material suppliers ready to supply.

Jaehyun hopes to undergo a powerful learning experience through the TIEMBA programme and develop his business skills in an intellectually challenging environment.



## Kelvin LEE

Singaporean  
Senior Vice President, Head of General Insurance  
DBS Bank

Kelvin is a dynamic and results-oriented person who enjoys strategy, organisational planning, problem-solving and people development. He is experienced in Property and Casualty, Accident and Health, and Personal lines products. Well-versed in digital marketing, resource management,

project planning, channel distribution, claims and operations processes improvement, Kelvin is also experienced in multiple channels management especially in digital, agency, financial advisory firms, bancassurance, telemarketing, affinity and direct channels.

By joining the TIEMBA programme, Kelvin hopes to groom and lead a world-class team in bancassurance, and improve both personally and professionally in the ever-changing business landscape.



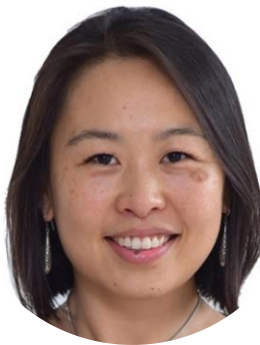


## Leslie LIE

Singaporean  
Risk Manager  
South32

Leslie is responsible for driving enterprise risk management initiatives within the company's marketing and supply teams. He also takes on wider leadership accountabilities as part of the Commercial Leadership Team. As a globally diversified metals and mining company, South32 operates in seven countries, produces 10 different commodities, and has an annual revenue of approximately US\$8 billion. Prior to the risk role, his career background was in commodity market research and industry analysis.

Leslie hopes to improve his leadership skills, and drive strategy and change management effectively through the TIEMBA programme.



## Aijing LIU

Swiss  
Corporate Secretary  
JPMorgan Chase Bank N.A.

Aijing is a Chinese-born Swiss citizen who has been living and working in Singapore for the past 10 years. She studied Law and started her career as a legal counsel with a commodities trading company, before moving to the financial industry. She currently heads a team of six people who look after corporate governance in South East Asia and India.

Aijing aims to become a better manager and leader, as well as explore other industries by joining the TIEMBA programme.



## Keith MARTIN

Irish  
Managing Director  
ZUMO BARS PACA

Keith has worked in business development and franchising for 12 years in the French market. Originally from Ireland, Keith has grown his business under the Irish owned brand, Zumo. Keith has extensive experience developing food service retail units and elaborating domestic and international franchise internal systems in Europe and Latin America. As head of the company, he is responsible for the strategic growth and negotiations and enjoys the creative processes involved in solving problems required in managing the daily business operations at all levels.

Through the TIEMBA programme, Keith hopes to acquire a deeper understanding of the Asian market, and enhance his knowledge of corporate dynamics and international management. His primary aim is to reshape his leadership skills, so that he may learn and grow from a fresh perspective.



## Joel PANUGAYAN

Singaporean  
Head of APJ Home printing & Supplies Marketing  
HP Inc.

Pushing the boundaries of possibilities for brands within the technology space, Joel leads consumer marketing with a product portfolio of \$2.3billion and has hand-built consumer digital experiences for the HP brand. As a marketer and a technologist, Joel uses a unique mix of commercial talent and technical mastery of brand insights and analytics to drive partnerships in digital, social and content marketing, thus making an impact in digitally noisy environments.

Joel aims to prepare himself for a senior leadership position in a fortune 50 technology company in future, driving transformation for organisation effectiveness.



## Jessie PUANG

Malaysian  
Senior Quality Officer  
Novartis

Jessie is responsible for the quality of drug products manufactured. Having spent six years in UK, her competencies lie in manufacturing operations (Nutrition, Flavours and Fragrances, and Pharmaceutical), quality and compliance (cGMP) and technical operations.

Jessie is looking to gain business acumen and accelerate her potential by joining the TIEMBA programme. She is also seeking to expand opportunities and her network to start her own business.



## Ashley RECANATI

French-American  
Managing Director APAC  
Saurermann Group

Ashley is responsible for the APAC zone and is the Group Financial Controller with a seat on the Executive Committee of Saurermann, a European Indoor Air Quality company present in a dozen countries with annual turnover of €70million and approximately 500 staff. His career to date has primarily focused on industrial and retail sectors in a multicultural context.

Through the TIEMBA programme, Ashley hopes to improve his leadership skills and seek start-up and M&A opportunities and guidance.



## Andreas SCHANTZ

German  
Office Director (Myanmar)  
Uniteam Marine

Andreas began his career as a banker at Raiffeisen und Volksbank Dahn. He joined the Uniteam Marine Yangon office in 2011 as Office Director Assistant and is currently part of the local Executive Management team responsible for ensuring a smooth operation and handling administrative and legal matters. Andreas is also responsible for local financial matters. His competencies lie in cross cultural management, managerial accounting and sales.

Andreas looks forward to continuing his academic education with his diverse classmates who have different experiences, as well as network and upgrade his skills to prepare for challenges in the future.



## I.T. SHIN

Korean  
CEO  
OGQ

I.T has been in the Tech Startup business since 1996 with over 23 years of experience, including general management of small to mid-size organisations, corporate development, product development, business operations, and strategy. He is currently the CEO of OGQ, a Social Creator Platform. His expertise lies in corporate development, product development and marketing and M&A.

I.T aspires to be a social entrepreneur in the future, putting his knowledge gleaned from the programme into social innovation.



## Yu SHU

Japanese  
CEO  
JCA Motor Co., Ltd.

Finance professional turned “factory manager” in China, Yu is currently responsible for all aspects of operations including strategic planning, sales and marketing, production management and human resources in the family business of micro motor manufacturing and trading. Prior to joining the manufacturing industry, Yu spent 10 years focusing on

investment banking and asset management in Japan, Hong Kong and China to build up a wide range of knowledge and insights of large corporates and small-medium enterprises in the region.

By joining the TIEMBA programme, Yu hopes to improve her leadership and decision-making skills, while sharing experiences and ideas with her peers. She also looks forward to building up her own business that serves the needs of the ageing society.



## Jing TAI

Chinese  
Business Unit Director  
Gilbarco Veeder-Root, China

As a leadership team member, Jing runs the Fuel Management Solutions Business Unit and is responsible for product and engineering management of the full suite portfolios of fuel management products and solutions for China and high growth market. Jing received his Masters in Engineering and Management in the UK. His 12-year career spans across different functions such as engineering, product management, sales, marketing in MNEs, such as Schneider Electric and Black & Decker.

Jing hopes to learn and share knowledge with his talented classmates, as well as improve his leadership skills and strategic mindset through the TIEMBA programme.



## Lynette TAN

Singaporean  
Executive Director  
Singapore Space & Technology Ltd

Lynette specialises in business, strategy formulation and execution. In her role, she identifies and pursues new business and market opportunities. Apart from M&A, business valuation, innovation and start-up mentoring, Lynette's expertise also lies in strategic and government partnership management, and negotiations across various tech sectors. She is also an accidental conference producer and marketer.

By joining the TIEMBA programme, Lynette hopes to gain knowledge on growing a tech start-up and become more proficient in marketing and HR.



## Adrien THYRLAND

French  
Project Manager  
Robert Bosch GmbH

Adrien is responsible for evaluating, planning and delivering tailored advanced driver assistance system (ADAS) solutions to customers. He works mostly with European car manufacturers (OEMs) and supports Bosch teams all around the globe. The company operates in 53 countries and has an annual turnover of approximately €77.9 billion. Adrien's career to date has primarily focused on automotive product innovations (regenerative brake systems, dual clutch transmissions, automated parking and self-driving cars).

Adrien looks forward to exchanging life experiences with his classmates, developing his leadership skills further and deepening his knowledge of business tools and theories.



## Anna-Shuang WANG

German  
Director of Purchasing  
MAKA System GmbH

With over 15 years of work experience in Germany and leading multinational companies, Anna is competent in managing change and conflict with a mission and strategy in mind. As an expert of procurement and supply chain, she has created professional groups consisting of procurement and supply chain experts and achieved saving target and value-chain-optimisation goals in various difficult situations. Within the span of her career, she has more than 10 years' experience in electronic and automation branch and is highly curious about the latest trends and innovations in AI and automation.

By embarking on the TIEMBA programme, she hopes to improve her leadership capabilities in multinational companies and matrixed organisations.



## Sophie WEN

Chinese  
Managing Director  
Beijing ZQ International

Sophie established her own company dealing with international projects and trading. Her main scope involves undertaking international infrastructure and industrial projects, and providing equipment and services. Her company's main markets now are South-Asia countries.

Sophie looks forward to improving her leadership skills and experience working in a cross-cultural environment within the class. She also seeks to expand her corporate governance capabilities and networks.



## Jamie WONG

Chinese  
Assistant Director  
China Telecom Global Limited

Jamie joined the telecommunications industry since her university graduation and kick-started her career as a graduate trainee in a local incumbent operator, HKT (PCCW). She spent five years in a local team where she rose from management trainee to sales planning team head. Thereafter, she joined China Telecom in 2012 as a sales manager, overseeing APAC accounts. Today, she heads the APAC international voice team for China Telecom. Her team of 10 people collaborate with global telco and internet companies to bring communication and connection more efficiently, effectively and seamlessly to users globally.

She aspires to start her own business in future and contribute more to the society with her capabilities.



## Kayla YUEN

Chinese (Hong Kong)  
Associate Director  
HSBC Global Asset Management

Kayla graduated from the London School of Economics with a BSc Management degree and started her career with Ernst & Young. She has over 18 years of experience in financial services with prior experience in KPMG, Barclays Capital and Citibank. Her competencies lie in business and project management.

Kayla aims to expand her network and maximise her leadership potential by identifying blind spots in her work and management style.