



YMCA – NUS Business School
Volunteer Service Management Programme (VSMP)
Lecturers' Profiles

Adjunct Associate Professor Chung Yuen Kay Evelyn

Prof Chung, Adjunct Associate Professor in the National University of Singapore (NUS) Business School, teaches Gender and Management, Managing Diversity in the Global Organisation and Collective Leadership.

She holds a PhD in Sociology and MA (With Distinction), Economics & Social Studies from National University of Singapore and University of Manchester respectively.

Prior to joining NUS, she has had a distinguished career in various industries including banking. She is highly sought after as a speaker on HR matters.



Dr Weina Zhang

Dr Zhang, Senior Lecturer of Finance at the National University of Singapore Business School, obtained her Master of Science and PhD in Finance from Kellogg School of Management at the Northwestern University, USA. She has taught various courses such as Investment Analysis, Corporate Finance, International Financial Management, and Research Methods in Finance.

Before she started teaching, she worked as a research associate at Chase Manhattan Bank in the field of Asian fixed income markets. Her current research focuses on fixed income markets, policy risk, asset pricing and investments. She examines the pricing and informational efficiencies in various financial markets and explores the pricing and economic impact of government policies on financial instruments in emerging economies. She also examines how socially responsible actions of corporates are priced in international financial markets.

Her papers have been published in many leading finance and economics journals. She has also published dozens of textbooks and teaching cases. She serves as the reviewer for many premier finance and economic international conferences, academic journals and research grants. She is also a recipient of several best paper awards and teaching awards.



Mr Kwok Ying Yao

Mr Kwok has accumulated 20 years of experience in sales and marketing, with four years in technical sales roles in multinational corporations. He also has three years of experience teaching at the university level. He is knowledgeable in customers and business processes, economics, and cultural factors of doing business in Southeast Asia and the Asia Pacific regions. He is a good mix of being objective-driven, analytical and creative in the management of business and marketing, displaying great leadership by being adaptable in bridging marketing knowledge with real-life applications. Prior to joining NUS, he had a distinguished career in various industries. He holds a Marketing Masters (MSc) with Honours from the Baruch College, City University of New York and a Bachelor of Arts in Architectural Studies from the National University of Singapore.



Ms Chee Mee Leng

Ms Chee is a Senior Lecturer in the Management & Organisation Department and Human Resource Management Unit of the National University of Singapore Business School. She teaches courses in Human Resource Management.

Prior to joining the university, she was based in Kuala Lumpur doing management training and consulting for both private and public sectors in the areas of labour management relations and participative management. Her current research interests include technology-based education, teaching and learning paradigms, human resource management and emotional labour in service transactions. She has written and presented research papers in conferences held in Australia, China, Hong Kong, Malaysia and Singapore.



Gracelyn Ho

Gracelyn is the former Chief Commercial Officer, Managing Director, of ABN AMRO's Private Banking International for Asia & Middle East, where she was responsible for Strategy, Business Development, Sales Management and Marketing Communications. She is a veteran in the industry with decades of experience in senior leadership roles with regional and global responsibilities in ABN AMRO, Morgan Stanley and UBS, across Capital Markets, Financial Institutions, Private Wealth, Digital Banking and Investment Advisory. Gracelyn also has experience in start-ups, having built and grown several banking businesses organically and profitably over the years and leading successful teams across Asia Pacific, New York and Amsterdam. She is currently a Senior Advisor with Singapore Consultancy, focusing on Banking & Finance, Fintech and Marketing, an investor/mentor to SG Fintech, a Board member of LEAP201 and a member of Singapore Institute of Directors.



Catherine Chai

Catherine has over 20 years of executive experience, both within the corporate setting and as an entrepreneur serving organisations. Catherine consults, facilitates, trains and coaches leaders, teams and individuals. She is the founder of Broc Consulting Projects. She has worked on brand development, organisational development, change management, workplace learning, service excellence, team engagement, and leadership development. She has worked with multinational corporations, successful start-ups, SMEs and government agencies. Catherine is also the author of "From Bland to Brand - The Essential Branding Handbook for Asian Businesses". In addition, Catherine is a passionate and active skills-based volunteer. Over the last seven years, she has supported Social Service Agencies in various capacities including consulting, training, and facilitation. Some of the organisations she has supported include the National Volunteer and Philanthropy Centre, Singapore International Foundation, Mendaki Sense, YMCA of Singapore, Family Life Society, Special Olympics, Cerebral Palsy Alliance Singapore, and more.

**Ms Usha Menon**

Ms Menon is the Executive Chairman of Usha Menon Management Consultancy, an international training and consultancy service that works exclusively with the non-profit and social service sectors across Asia. She has extensive experience in philanthropy, fundraising, strategy, management and leadership. She has delivered projects including the development of innovative fundraising, corporate social responsibility and sponsorship solutions for non-profit and multi-sector collaborators.

**Mr Goh Ann Tat**

Ann Tat believes that all of us are on Earth for a purpose, and part of that purpose includes living life with passion and contributing to the larger community. In 2011, he suffered a minor stroke that left him with a pain condition, a constant reminder to live life without regrets and to treasure life, family and friends, and to appreciate whatever life throws at him.

A believer in lifelong learning, he obtained a Masters in Public Administration from the Lee Kuan Yew School of Public Policy to develop his capabilities to serve for the common good. He also has a Postgraduate Diploma in Social Work as well as a Bachelor in Electric Engineering.

Ann Tat's work experience includes both the public and private education sectors. He served previously with the Singapore International Foundation, Raffles Institute for Experiential Learning, National Council of Social Services and the National Youth Council. He is currently an Adjunct Lecturer with Nanyang Polytechnic.

He volunteers with YMCA of Singapore, Empact and loves spending time with his wife and dog.



Mr Jeffrey Goh

Mr Goh is the Principal Consultant of TrainingLink Resources, a local communications consultancy. He was the Head of Public Relations for six years in his 22 years of serving in the Ministry of Defence. He trained various SAF and MINDEF personnel on PR and Management Skills and taught them National Education. While in MINDEF, he was instrumental in mobilising his soldiers to be involved in community service.

As a PR/Training Consultant for the past 14 years, Mr Goh specialises in events management, media relations, marketing and product publicity, conferences, seminars and exhibitions. Some of his clients include Singapore Press Holdings, Thomson Multimedia, POSB Bank, and GE Life, among others. He has trained in Malaysia, Indonesia, Thailand, Philippines, Hong Kong, China and Cambodia, and has spoken at conferences and seminars organised by the Institute of International Research, Asia Business Forum and Success Resources.

