

Publication: CNA Online

Date: 14 Oct 2026

Headline: Eileen Gu headlines KFF Inspiring Women Leadership Series at SMU

Eileen Gu headlines KFF Inspiring Women Leadership Series at SMU

14 Oct 2026 06:00PM



Olympic champion joins SMU President in dialogue on ambition and personal growth

SINGAPORE, Oct. 14, 2026 /PRNewswire/ -- Olympic champion Eileen Gu joined the second edition of the Karim Family Foundation (KFF) Inspiring Women Leadership Series on 12 October 2026, engaging guests in a conversation with Singapore Management University (SMU) President Lily Kong on human potential and personal growth.



Eileen Gu engages in conversation with Singapore Management University (SMU) President Lily Kong on human potential and personal growth.

Professor Lily Kong, President of SMU, said: "A university, at its heart, is a place where we explore questions about human potential — not only what people can achieve, but what they can become. It is also a place for dialogue, where different experiences and perspectives come together to deepen our understanding of issues that matter to our communities and society. Our conversation with Eileen Gu exemplifies this. Beyond her extraordinary achievements, her journey raises questions about personal choices and journeys of growth. These resonate with our students, alumni and the wider community. Such conversations

Publication: CNA Online

Date: 14 Oct 2026

Headline: Eileen Gu headlines KFF Inspiring Women Leadership Series at SMU

invite us to reflect on our own lives, broaden our perspectives and consider new possibilities for ourselves and for others."

A conversation on what helps talent flourish

During the dialogue, Ms Gu shared how supporting others and having the freedom to explore her interests have shaped her journey to becoming the most decorated Olympic freeskier, with six medals across two Games. Reflecting on opportunities for women, she emphasised the value of growing together: "It's about uplifting the entire community so that every single person ends up being better in the way that a rising tide raises all ships."

As the only girl on her youth ski team, Ms Gu recalled wanting to fit in and build friendships with her peers. Shared challenges on the slopes helped her connect with her teammates and feel included. She emphasised the importance of creating an environment where people feel empowered to take the first step and try without fear of failure.

Ms Gu also credited her mother with encouraging her to explore a wide range of interests and trusting her to make her own decisions. Reflecting on how their relationship has evolved, she described them as "co-founders", highlighting the role of mutual respect and open dialogue in supporting growth.

Supporting women through networks and opportunities

Cindy Karim, BBM 2014 said: "As title sponsor of the KFF Singapore Badminton Open, Community Partner of NBA Rising Stars Invitational and supporter of youth sports development, KFF believes sport builds far more than athletes. It builds discipline, resilience, and the confidence to lead. Eileen Gu embodies all of this, and her journey shows young women that they can define success on their own terms. Through the Inspiring Women Leadership Series and our partnership with SMU, we hope to give more young women the role models, networks and opportunities to pursue their own ambitions."

Ms Pieta Setiawan, Head of Corporate Communications, Musim Mas Foundation, added: "Women thrive when they have access to opportunity, supportive networks and role models who show what is possible. By supporting the Inspiring Women Leadership Series, Musim Mas Foundation hopes to contribute to a platform where women can exchange perspectives, build confidence and strengthen the connections that help them progress. This reflects our broader commitment to education, community development and creating opportunities for people and communities to flourish."

Held at SMU, the event drew 1,024 attendees. Building on the themes of the KFF Inspiring Women Leadership Series, SMU will continue to deepen its engagement with its alumnae through a range of activities under the SMU Women Alumni Group. These include structured group mentoring, panel discussions, networking sessions and family-friendly events, creating more opportunities for women to connect across generations, support one another's aspirations and contribute to the wider community.

Publication: CNA Online

Date: 14 Oct 2026

Headline: Eileen Gu headlines KFF Inspiring Women Leadership Series at SMU

The Series is organised by KFF and SMU with the support of Musim Mas Foundation. It builds on KFF's longstanding partnership with SMU, championed by Foundation principals and SMU alumni, Cindy Karim and Chayadi Karim, who graduated in 2014 and 2015 respectively, together with fellow principal, Chai Karim. This partnership includes the Karim Family Foundation Scholarship, an endowed gift of S\$2 million established in 2022.

About Singapore Management University (SMU)

Established in 2000, Singapore Management University (SMU) is recognised for its high-impact, multi-disciplinary research that addresses Asian issues of global relevance, and for its interactive, collaborative and project-based approach to learning. Home to over 13,000 students across six schools and two colleges, SMU offers bachelors, masters and PhD programmes across Accountancy, Business, Economics, Information Systems, Integrative Studies, Law and Social Sciences, as well as executive development and continuing education programmes. SMU graduates are consistently ranked among the most employable in Singapore, and command one of the highest mean starting salaries. Through its city campus, SMU enjoys strategic linkages with business, government and the wider community in Singapore and beyond. www.smu.edu.sg

About Karim Family Foundation

Karim Family Foundation is an endeavour by the family of Bachtiar Karim and Dewi Sukwanto to formalise the family's efforts to give back to society. Together with their children and fellow Foundation principals Cindy (BBM 2014), Chayadi (BBM 2015) and Chai Karim, the family has been actively involved in philanthropy as a way of driving awareness to causes and charities dear to them and encouraging others to also contribute to society in their own unique ways. Karim Family Foundation focuses on four pillars of impact, namely sports development, arts & culture, mental health, and education, and is committed to contributing to various communities, starting in Singapore and Indonesia.

About Musim Mas Foundation

Musim Mas Foundation is the philanthropic arm of Musim Mas Group, dedicated to creating positive and lasting impact through strategic-giving and community partnerships. Guided by five focus areas, Education & Youth Development, Climate & Environment, Healthcare, Culture, Arts & Sports, and Community Development, the Foundation supports initiatives that improve well-being, expand opportunities, and strengthen social resilience. Through collaboration with charitable organisations, institutions, and community partners, Musim Mas Foundation seeks to contribute to more inclusive, sustainable, and thriving communities for generations to come.

Source: PR Newswire Asia