



Professor Lily KONG

**President and
Lee Kong Chian Chair Professor of Social Sciences
Singapore Management University**

Professor Lily Kong is SMU's fifth President, and the first Singaporean to lead the 22-year old university. She is also the first Singaporean woman to head a university in Singapore. She was previously Provost of SMU, Vice Provost and Vice President at the National University of Singapore (in various portfolios).

Professor Kong is internationally known for her research on urban transformations, and social and cultural change in Asia. She has written extensively about communal relations, particularly, the intersection of religion and secularity in cities, creative industries/cities, urban heritage conservation, and smart cities. She is an award-winning researcher and teacher locally and internationally.

Apart from her research accomplishments, Prof Kong has led transformational change at SMU. Prof Kong has steered the university through significant growth, in undergraduate, postgraduate and continuing education programme enrolment, in research income, industry and international engagement, and in serving as a hub for entrepreneurial activity.

As Provost of SMU, she has driven projects that enhanced the quality of SMU's students and faculty, and its educational offerings and research. There was a major revamp of the university's undergraduate core curriculum, new interdisciplinary programmes were introduced, and the SMU Academy was established to offer skills upgrading programmes for working adults. As SMU President, she led the university through a strategic review to focus on three priority areas: digital transformation, sustainable living, and growth in Asia. Educational, research and engagement initiatives are well underway in these areas and the university has stepped up on engagement with industry and university partners, locally and internationally. SMU's first overseas centre was launched in Jakarta in 2022 to deepen SMU's engagements with the region.

Professor Kong was conferred the Singapore Public Service Star (BBM) in 2020 and Singapore Public Administration Medal (Silver) in 2006. In a global study by Stanford University (2020), Professor Kong was identified as among the world's top 1% of scientists in the field of Geography. Professor Kong has been recognised on Forbes Asia's Power Businesswomen list 2020, Forbes inaugural 50 over 50 (Asia 2022) and Tatler's Asia's Most Influential 2022. She was inducted into the Singapore Women's Hall of Fame in 2022.



Celine KUOK

**Centre Director
Overseas Centre Bangkok
Singapore Management University**

As the Centre Director of SMU's Overseas Centre Bangkok, Celine is the Chief Representative of SMU in Thailand, based in Bangkok. In her role, Celine will contribute to SMU's vision to become Asia's Knowledge Gateway through building deeper engagement between the University's Schools, Offices, Centres and Institutes with Thailand's Institutes of Higher Learning, business leaders and policy makers.

Celine, a Singaporean, has been living and working in Thailand for the past six years. She brings with her a wealth of knowledge and experience in executive education and strategic partnerships management. Prior to joining SMU, Celine was at AIA Group, where she established and managed a state-of-the-art learning facility located in Bangkok. Celine's leadership extended to overseeing significant group-wide conferences and leadership programmes. Her role as a leadership programmes architect led her to create impactful learning solutions that are aligned with corporate strategy.

Earlier at INSEAD Asia campus, Celine oversaw the Tsinghua-INSEAD Executive Master of Business Administration (TIEMBA) programme, ensuring both content relevance and academic rigour. She played a key role in strengthening the partnership between Tsinghua University School of Economics and Management and INSEAD.

Celine holds a Bachelor of Science in Business degree from the University of London and a Diploma in Marketing from the Singapore Polytechnic. She also completed the Management Acceleration Programme with INSEAD, enhancing her leadership capacity across functions and cultures. She is a firm believer in the power of diversity and advocates a collaborative approach in fostering mutually beneficial outcomes for all stakeholders.