



Annex A



Professor Lily Kong

President of Singapore Management University (SMU)

Professor Lily Kong has been President of Singapore Management University (SMU) since 2019. She is the fifth President and the first Singaporean to lead the 24-year old university. She is also the first Singaporean woman to serve as President of a university in Singapore. She was previously Provost of SMU (2015-2018).

Before joining SMU, she was a faculty member at the National University of Singapore's Department of Geography for nearly 25 years. She also held various senior management roles at the National University of Singapore, including Vice Provost (Education), Vice Provost (Academic Personnel), Vice President (University and Global Relations), Dean (Faculty of Arts and Social Sciences), Dean (University Scholars Programme), and Director (Asia Research Institute).

An award-winning researcher and teacher, Professor Kong has received five international fellowship awards including the Commonwealth Fellowship Award and the Fulbright Fellowship Award. She has also won the Robert Stoddard Award from the Association of American Geographers for her contributions to the study of religion. Professor Kong was conferred the Public Administration Medal (Silver) in 2006 and Public Service Star (Bintang Bakti Masyarakat) award in 2020 as part of Singapore's National Day Awards. She was recognised in Forbes Asia's Power Businesswomen list (2020), Forbes inaugural 50 over 50 (Asia 2022) and Tatler's Asia's Most Influential (2022). Professor Kong was inducted into the Singapore Women's Hall of Fame in 2022.

Professor Kong is widely known for her research on urban transformations, and social and cultural change in Asia. In particular, she has published a large body of work on inter-communal religions and social cohesion, national identity, cultural policy and cultural industries, creative cities and creative economy, urban heritage and conservation, smart cities, migration and education. She is on a dozen editorial boards of international journals in her field and is frequently invited as keynote speaker to conferences in her domain. 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.

She has co/authored 11 books, co/edited 12 books, published nearly 120 refereed journal articles, and contributed over 70 book chapters.



Mr. Viet Anh Vu

**Director, Singapore Management University
Representative Office in Vietnam**

Viet Anh has been appointed as the Chief Representative of Singapore Management University's (SMU) 3rd Overseas Centre in Ho Chi Minh City, Vietnam. He will closely collaborate with the Office of Overseas Centres to develop SMU's brand, enhance its reputation, and contribute to the realization of SMU's vision to become Asia's Knowledge Gateway.

Viet Anh has over a decade of experience working in higher education between Europe and Asia. He began his career as the Community and Project Manager at the World Entrepreneurship Forum, a global think tank dedicated to promoting entrepreneurship. He then served as the Head of Sales for International Graduate Programmes at Emlyon business school in France, where he successfully developed and launched commercial activities for several new flagship programmes. Prior to joining SMU, he was the Industry Partnership Engagement Lead at the INSEAD Career Development Centre, where he led the expansion of INSEAD's employer engagement footprint across key markets in APAC.

Viet Anh is an active participant in panel discussions as a speaker or moderator, focusing on graduate career development and the future of work. He is also a member of the MBA Career Service and Employer Alliance, a global platform where MNCs and career service professionals exchange best practices and discuss challenges in graduate recruitment.

Viet Anh holds a Master of Science in International Management with a major in European Affairs from IAE School of Management in Lyon, France.