

Publication: Campaign Asia Online
Date: 20 September 2024
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Evans has demonstrated dynamic leadership as managing director at Zeno Singapore, driving client wins, revenue growth, and championing team welfare and women's advancement in just eight months.



Swyn Evans Managing director Zeno Singapore As managing director of Zeno Singapore, Swyn Evans has firmly established herself as a leading figure in the communications industry. Her trajectory in the field, marked by notable achievements and dynamic leadership, exemplifies the caliber of professionals recognised on Campaign Asia-Pacific's 40 Under 40 list.

Evans' career began with an unexpected turn from the performing arts to financial communications, where her expertise has flourished. With a background in economics from Singapore Management University, she quickly adapted her skills to financial PR, providing strategic counsel across various sectors, including banking, fintech, real estate, and technology.

Her previous roles at global consultancies like FTI, Kreab, and FleishmanHillard set the stage for her career—where she became one of the youngest partners and led financial communications for Southeast Asia. In August 2023, she assumed the role of managing director of Zeno Singapore, bringing her dynamic leadership to the forefront.

In her first eight months, Evans has driven remarkable business results, securing ten new clients and achieving notable revenue growth of 10% alongside an average 16% point margin increase quarter-on-quarter. Upon joining Zeno, Evans overhauled the agency's go-to-market strategy to address the evolving communications landscape, focusing on high-value market segments and client impact. She developed a three-pronged strategy targeting the

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stakeholder economy, digital economy, and experience economy—aligning Zeno’s services with the needs of Singapore-focused and regional brand headquarters.

Known for her hands-on approach, Evans embodies the “extreme ownership” leadership philosophy, often working alongside her team to drive results and bring her strategic vision to life. Evans' leadership extends beyond business metrics.

She is renowned for her empathetic approach to management—which she shares has been influenced by her experiences as a mother. Her unwavering commitment to fostering a supportive team environment and embracing a culture of excellence has enhanced Zeno’s team dynamics and operational efficiency. Her contributions to diversity and inclusion are equally commendable.

As vice president of Singapore Management University’s Women Alumni Network, Evans has championed initiatives to support female leaders and advance the role of women in business. Her involvement with The New Savvy and the global FinTech Females network also underscores her unwavering dedication to empowering women and advocating for financial literacy.

Evans' holistic approach to leadership, combining strategic insight with a genuine commitment to team welfare and societal impact, makes her a standout candidate for this year’s Campaign 40 Under 40.