

# Curriculum Vitae

<b>Name:</b>	<b>Deborah Lee Siew Yin</b>
<b>Jan 2016 to present</b>	<b>Self employed</b>  <b>Independent Director, Assurity Trusted Solutions Pte Ltd (a GovTech subsidiary)</b>
<b>Aug 2016 to present</b>	<b>Director, WTL Capital Pte Ltd</b>
<b>Oct 2017 to present</b>	<b>Independent Director, Ascendas Hospitality Trust</b>
<b>April 2007 – Dec 2015</b>	<b>Singapore Press Holdings Limited</b>  <b>EVP, Corporate Development</b>

## **Key job responsibilities:**

- Oversee the Corporate Planning and Business Development functions of the Group, including
  - Mergers and acquisitions
  - Strategic planning
  - Risk management
  - Corporate development
- Work closely with the CEO to develop and drive corporate initiatives and strategies
- Work closely with divisional heads to develop growth initiatives and strategies for existing and new businesses, including revamping or discontinuation of underperforming businesses
- Review business plans, establish corporate growth thrusts and new businesses
- Drive acquisition strategies and oversee acquisition & integration of new businesses

## **Major accomplishments:**

- Led the SPH team together with consortium partners to successfully bid for the multi-billion NGNBN project undertaken by OpenNet, now listed as NetLink Trust
- Supported the FTSE, SGX and SPH collaboration for the creation of an expanded suite of sub indices for the STI.
- Successfully acquired ShareInvestor, a leading financial portal, to expand the Group's digital media assets, extend its financial services offering and realise synergies

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- Completed the acquisition of high end magazine publishing business in HK, to extend the Group's footprint in North Asia
- Led and structured the acquisition of a book publishing business to leverage and add diversity to the editorial content creation business
- Established a beachhead for the Group's foray into suburban retail mall business through winning bid for Clementi Mall, which is a highly successful suburban mall
- Spearheaded the study for the events and exhibition business, culminating in the acquisition of the IT Show and Comex, 2 highly successful exhibitions to boost the Group's entry into a new line of business
- Successfully bidded for land for Seletar Mall development, to deepen the Group's suburban retail property portfolio
- Led the acquisitions of top websites, SG Carmart, SRX etc to diversify & strengthen the Group's digital media offerings
- Spearheaded the establishment of SPH Media Fund, in collaboration with leading US startups incubator Plug & Play and Infocomm Development Authority to incubate and invest in digital start ups
- Coordinated the cross border merger of regional online classifieds businesses with Naspers (African listco) and Schibsted (Norwegian listco)
- Acquired stake in Qoo10, a leading online retail platform