



## **CURRICULLUM VITAE**

Tony Chang was born in Payakumbuh on December 31, 1969, to Cantonese & Hokkien Descendants on both sides of his families. Being a Devout Catholic, Grew up in an environment where Business Strategists, intellectuals and scientists would meet to discuss new ideas. Obtained Master of Science (MSc) degree from Massachusetts Institute of Technology, Boston, USA. Married to Nadya Priscilla and had two lovely Daughters, Jacquelline Bradney & Michelle Natasha.

During his long career, Tony Chang worked with many major Corporations, Started his career in :

**Rockefeller Group International Corporation, Global Private Investment Management & technology Solution as Strategic Business Corporate Development Dept.Head :**

Key Results Areas and Main Responsibilities:

- Develop and deliver the strategy for RGIC, RGPIM & RGTS's new business development, marketing and communication, appropriate to need and responsive to opportunity, in close collaboration with the Executive Director and Board of Directors.
- Be responsible for communicating this strategy to all RGIC staff and board members
- Align the strategy with that of the organization and other programs, seeking to maximize Effectiveness through collaboration.
- Research into relationships that should be developed and manage effective partnerships with both existing and new key corporate partners, government, media and funders.
- Innovate and offer new ideas and approaches for developing RGIC, building relationships with other prospective business partners and with other networks and members where appropriate.

**Then he moved to Berkshire Hathaway Group of Companies USA as Group Business Strategy Senior Manager**

Key Results Areas and Main Responsibilities:

- Directs the business development activities of the BHGC and drives the new business lead for the Group of companies playing key role in the company's & SBU's bottom line.
- Lead role in shaping strategic direction of BHGC products and services.

- Responsible for outlining new approaches and business models to develop the overall business
- Responsible for liaison with the Head of Business Management, to ensure resources and services to support and deliver strategy
- Responsible for providing business direction into BHGC strategy life cycle planning and portfolio management
- Responsible for providing business direction into strategy developments to ensure that BHGC delivers unique, superior products and services that differentiated within the marketplace and deliver benefits and value to the customer.
- Horizon scanning to inform business development opportunities and identify market trends

In order to develop his self-concept and thus an understanding of who He really is that developed through experience and possessed relatively boundless potential for development and actualization, He/Tony Chang joined : **Singapore International Enterprise as : Chief Representative Strategic Business Development (VP Level)** : thriving business hub in Singapore with Globally Competitive Companies (GCCs) and leading national & international Board and traders (one of them is STB). SIE is a critical growth engine for the next phase of Singapore's development , contribute to Singapore's economic resilience, develop Singapore into global business leaders and strengthen the Singapore brand (Singapore Belong to the World Program)

#### Key Results Areas and Main Responsibilities:

has primary responsibility for setting the strategy and vision and for managing the tactical operations of the SIE BI teams. Responsible for all strategic, tactical, operational, financial, human, and technical resource managerial responsibilities associated with the following CRSBD-related functional areas.

Lead the Corporate & BI teams by establishing and executing a vision for the delivery of Strategic Programs and analytics platforms and solutions to the business's key stakeholders, including, internal staff, partners and clients. This position will be ultimately responsible for helping transform the Singapore International Enterprise into a business that truly differentiates and competes on analytics.

After spent his valuable time in Singapore International Enterprise He received an offer from **Li – Ka Shing Corporations Hong Kong – Cheung Kong Holdings & Hong Kong Electric Limited as Director Strategic Business Development & Growth Strategy.**

#### Key Results Areas and Main Responsibilities:

- Establish process and development of the annual LKSC Corporate Strategy cycle, including:
  - o Performance analysis, market trends, Group insights, and competitive landscapes
  - o Coordination and alignment of Corporate roadmaps, including organic and inorganic portfolio development

- o Development of the LKSC revenue models and forecasts
- Support the development of investment plans and business cases by product groups/owners
- Support the development of long-term strategic priorities for LKSC
- Lead and support ad-hoc strategic projects
  - o E.g. adjacent market analyses; technology assessments
- Support preparation of regular reporting of the business to management (monthly operational reports and other dashboards )

Tony Chang joined **Panorama Convex** as **The Business Development Director**, currently He serve as the **Director of Reed Panorama Exhibitions** (Joint Venture Company between Reed Exhibitions and Panorama Group) and also active in **Panorama Meetings & Events in Business Development and M&A.**