Annex B – IBF Award Recipients 2024

1. IBF Distinguished Fellow

This award recognises industry captains who are the epitome of professional stature, integrity, and achievement. IBF Distinguished Fellows embody professional competence and commitment to industry development and serve as beacons of excellence for the financial sector.

The IBF Distinguished Fellows to be conferred this year are:

Industry Segment	Name / Designation / Company
Asset Management	**Albert Tse** Chief Executive Officer, South Asia Amundi
Compliance	**Jon Yeo Tung Kheng** Chief Compliance Officer Maybank Singapore Limited
Corporate Banking	**Elaine Lam Su-Yen** Head of Global Corporate Banking OCBC
Financial Markets	**Lawrence Chan** Group CEO NETS
Financial Markets	**Kenneth Lai** Head of Global Markets OCBC

2. IBF Fellow

This award recognises industry veterans who have demonstrated mastery of a profession and exemplify thought leadership and commitment to industry development.

The IBF Fellows to be conferred this year are:

Industry Segment	Name / Designation / Company
Asset Management	**Ian Macdonald** CEO Singapore and Deputy CEO, Asia Pacific abrdn
Asset Management	**Darren Tay Chin Khai** Head of Treasury Management; Managing Director Fullerton Fund Management Company Ltd
Capital Markets	**Chan Boon Hiong** Applied Industry Innovation Lead, Head of Securities Market & Technology Advocacy APAC Deutsche Bank AG Singapore

Capital Markets	**Choo Oi Yee** Independent Director Capitaland, Ascendas REIT, URA, FiDReC
Capital Markets	**Koh Chin Chin** Managing Director Head of Group Treasury, Research & Customer Advocacy United Overseas Bank
Compliance	**Chen Jee Meng** Head of Financial Crime & Compliance Maybank Singapore Limited
Compliance	**Gue Kia Khee Terence** Managing Director & Group Head, Special Investigations & Intelligence OCBC
Compliance	**Ashlynn Siau** Head of Central Program Compliance Singapore Citibank Singapore
Corporate Banking	**Maisie Chong** Head of Trade & Working Capital, ASEAN & South Asia; Head of Transaction Banking Singapore; Interim Global Head of Receivables Purchase Standard Chartered Bank
Corporate Banking	**Lee Tze Tze** Global Head of Documentary Trade and Singapore Head of Product and Propositions, Global Trade Solutions The Hongkong and Shanghai Banking Corporation Limited
Corporate Banking	**Luca Tonello** Managing Director, Structured Finance Department, Asia Pacific Sumitomo Mitsui Banking Corporation
Financial Markets	**Leng Hoe Lon** Managing Director, Global Head of FX Flow & EM Rates Linear Trading Nomura Singapore Ltd
Financial Planning	**Teo Kok Chuan** Director Great Eastern Life
Financial Planning	**Edmund Wee** Advisory Board Member, Insurance and Financial Practitioners Association of Singapore (IFPAS)
General Insurance	**Rama Chandran** Head of Marine QBE Asia

General Insurance	**Sharon Teo** Senior Vice President, Corporate Services MSIG Insurance (Singapore) Pte Ltd
Life Insurance	**Irma Hadikusuma** Chief Marketing and Proposition Officer AIA Singapore
Life Insurance	**Yoong Siew Lee** Medical Advisor, Income Insurance Limited
Private Banking & Wealth Management	**Ho Shui Wei** Market Head Thailand, Japan and Asia, Switzerland Julius Baer
Retail Banking	**Brendan Carney** Chief Executive Officer Citibank Singapore
Retail Banking	**Ng Lee Peng** Managing Director, Head of Digital Business OCBC
Risk Management	**Tan Chee Peng Andrew** Head, Group Data Management Office OCBC
Sustainable Finance	**Herry Cho** Managing Director, Head of Sustainability & Sustainable Finance SGX Group
Sustainable Finance	**Eric Lim** Chief Sustainability Officer United Overseas Bank
Sustainable Finance	**Kelvin Tan Swee Beng** Managing Director, Head of Sustainable Finance & Investments, ASEAN The Hongkong and Shanghai Banking Corporation Limited
Technology & Operations	**Bojan Blecic** Managing Director and Group Head, Customer Experience OCBC
Technology & Operations	**Shadab Taiyabi** Partnerships & Ecosystems Lead The Hongkong and Shanghai Banking Corporation Limited President, Singapore FinTech Association (SFA)

3. IBF Golden Jubilee Inspire Award

This award recognises financial institutions that have demonstrated longstanding dedication in advancing the industry through skills development, workforce transformation, talent pipeline building and leadership development.

DBS	DBS' "Triple E" framework – Education, Exposure and Experience – is focused on providing employees with a comprehensive suite of opportunities that enable them to learn, grow and build a fulfilling career with DBS. DBS' strong tripartite partnership with the industry, the Government, and the Unions is our secret sauce in ensuring that we have been able to future-proof our employees over the years, and IBF has been an invaluable ally. We have for instance over 30 comprehensive learning roadmaps spanning a wide range of skills, such as credit assessment, data and digital, product sales, risk and control and sustainability, and many of these are closely aligned to IBF's SFwFS. Additionally, IBF's Jobs Transformation Maps, such as those in Data Analytics, Automation, and Sustainable Finance, help reinforce our own frameworks for preparing our employees for jobs of the future. DBS has also worked closely with IBF to tap on emerging technologies to benefit our workforce. We partnered IBF and other financial institutions to develop the IBF Future Skills Accelerator in 2022, leveraging our experience in developing iGROW, an AI-powered platform which provides employees with personalised career coaching and tailored recommendations to achieve their career aspirations.
OCBC	OCBC invests significantly in its people. Building on a prior investment of $50 million from 2018 to 2023, the bank committed another $30 million over three years towards employee development and mobility in 2023. Initiatives such as skills portfolio workshops, an internal coaching certification programme and an AI-powered career marketplace which provides personalised skills-based recommendations of learning and career growth opportunities were introduced. The bank is also committed to providing more pathways for young talent in the financial sector. In June, it launched OCBC Ignite, an accelerated career pathway for polytechnic students designed in partnership with all five polytechnics in Singapore. At the end of an internship and apprenticeship, successful participants will be fast-tracked to take on university graduate-equivalent roles at the bank. OCBC continues to provide growth and mobility opportunities for its people through the various schemes administered by the

	IBF under the MAS Talent and Leaders in Finance Programme. Over the past 3 years, more than 50% of the bank's workforce in Singapore has benefited.
Prudential	Prudential Singapore is committed to advancing skills development, cultivating talent, and spearheading workforce transformation through our collaborative partnership with the Monetary Authority of Singapore (MAS), and The Institute of Banking and Finance Singapore (IBF). As the needs of our customers and our business rapidly evolve, our people must be ready to respond and prepare for the future. In recent years, we have upskilled and reskilled our employees via the Career Conversion Programme (CCP), and will continue to partner IBF to strengthen their skills in areas such as sustainable finance and generative AI. We are also committed to talent development through initiatives like the Finance Associate Management Scheme (FAMS) and Technology in Finance Immersion Programme (TFIP). We have so far engaged 120 talents through these programmes which focus on nurturing emerging talent in the financial sector. Equally important is the professional skills development of our financial representatives to ensure they are able to provide knowledgeable and sound advice to our customers. Our dedication to industry excellence is demonstrated through our IBF-accredited induction programme and agency leader promotion programme. More than 90% of our financial representatives have achieved at least IBF Level 1 certification and may go for higher certifications. Through these efforts and our enduring collaboration with IBF, Prudential remains at the forefront of industry excellence and innovation.
UOB	UOB's upskilling programmes encourage lifelong learning, enabling employees to stay relevant in the Bank and the industry. Employees are given the opportunity to expand their skillsets and even pivot into growth areas within the Bank and build long-term careers. UOB's flagship Better U programme was launched in 2019 to equip employees with knowledge and competencies to thrive in an ever-changing environment. The Career+U programme empowers employees to chart their careers by mapping employee aspirations with job opportunities within the Bank. It combines targeted talent development courses, career counselling and a one-stop microsite that highlights available internal roles. The Group Technology and Operations (GTO) Academy allows fresh graduates and young professionals to apply for internship opportunities and programmes to acquire future-ready skills in technology.

	UOB partners with IBF, WSG and employees to design and implement training programmes aligned with the broader industry roadmap. The Bank integrates key elements from the industry framework into its programmes to equip employees with essential skills like problem-solving, data analysis and storytelling, digital innovation, and human-centred design.

4. IBF Golden Jubilee Advance (Skills Development) Award

The IBF Golden Jubilee Advance (Skills Development) Award recognises financial institutions that have demonstrated significant efforts in skills development upskilling employees through IBF-accredited training, alignment of in-house programmes to the SFwFS and attainment of IBF Certification.

AIA	As a people-centric organisation, AIA Singapore constantly invests in enhancing employee skills and capabilities through learning channels which range from workshops and e-learning modules, to on-the-job training. We also actively participate in IBF-subsidised courses and mid-career conversion programmes including the Technology in Finance Programme (TFIP). AIA Singapore's multi-faceted approach ensures continuous growth and adaptability of our talent in a rapidly changing environment. By prioritising upskilling and reskilling our workforce, we empower staff to remain competitive and thrive in their careers as we deliver on our promise to enable healthier, longer, better lives in Singapore.
Great Eastern	At Great Eastern, we prioritise employee skills and development to build a resilient, adaptable workforce that drives business success. Our formal training and development curriculum is aligned with IBF's skills framework, offering curated training programmes for different employee groups including sustainable finance as a key area of focus. We leverage IBF's Future Skills Accelerator to match skills and ensure unbiased candidate screening. Additionally, we partner IBF to provide progressive training and certification for our financial representatives to boost their capabilities in serving the needs of our customers.
Manulife	Manulife champions a holistic approach to professional growth, recognising that success is intrinsically tied to people development. Fuel-up Fridays, Pursuit learning platform and annual Learning Fiesta inspire continuous learning across the organisation.

	Initiatives like the Technology in Finance Immersion Programme (TFIP) and Work Study Support Programme (WSSP) nurture both mid-career and young talent. For our financial consultants, IBF-certified programs are tailored to various career stages, with over 1,500 consultants already certified. This commitment to learning at all levels fosters a high-performing, collaborative environment where teams excel and innovate, making decisions easier and lives better for our customers.

5. IBF Golden Jubilee Advance (Talent Development) Award

The IBF Golden Jubilee Advance (Talent Development) Award recognises financial institutions that have demonstrated commitment in cultivating and developing young and mid-career local talent as well as their efforts in developing local leaders.

Bank of Singapore	In today's fast-paced and competitive business landscape, Bank of Singapore continues to invest in the professional growth of our colleagues. We collaborate with IBF to foster a culture of continuous learning, empowering our colleagues to embrace challenges and make a lasting positive impact on our stakeholders. As part of our commitment to nurturing talent, since 2023, we have conducted over 70 IBF accredited programmes with over 3,800 completions and 35,000 training hours. Additionally, our dedication to sustainability has led to 3,200 completions in 200 sustainability programmes and 7,600 training hours.
Deutsche Bank	Deutsche Bank is deeply committed to developing talent and fostering a future-ready workforce. Our active participation in the Technology in Finance Immersion Programme (TFIP) underscores our unwavering dedication to cultivating talent in key technology areas. Through CCP for Operations teams, we empower our people to excel and innovate, providing them with the essential tools and a dynamic environment to lead transformative change. This commitment is further reflected in our robust support for FAMS, IPOST, WSSP, and AFLS, showcasing our dedication to exceptional talent development and transformative growth.
Standard Chartered	Standard Chartered Singapore is committed to creating a workplace where everyone is supported and given the opportunity to build on existing and new skillsets and thrive in their chosen careers with us.

	This journey starts with embedding a learning habit across the organisation, and creating opportunities for our workforce to build future-focused skills. Through internal events like our 'Global Learning Week' and 'SkillsFuture@SC Learning Carnival', as well as partnerships with like-minded agencies such as IBF, all our colleagues can participate in programmes that will help them improve their long-term employability.

Media Profiles - IBF Distinguished Fellow Recipients

 **Albert Tse** *IBF Distinguished Fellow in Asset Management* Chief Executive Officer, South Asia, Amundi	Albert was most recently Head of Distribution Sales and Marketing for Amundi in South Asia since 2019. Prior to that he was Head of Intermediary Business of Southeast Asia and Head of Malaysia & Thailand Businesses at Schroders. Albert joined Schroders in 2003 as a member of the Mutual Funds Retail sales team for Singapore. In 2008, he was appointed as Head of Intermediary Distribution, Singapore and in 2010 he assumed wider responsibilities as Head of Intermediary Business, Southeast Asia. He was also responsible for private banks business development in Asia from 2014 to 2017. Prior to joining Schroders, Albert spent 2 years at Barclays Capital in Singapore with the Foreign Exchange and Derivatives sales desk. Albert holds a bachelor's degree in business from the Nanyang Technological University and a master's degree in finance from University of Manchester Institute of Information & Technology (UMIST) and Manchester Business School (MBS). He is also a CFA and CAIA Charterholder. Albert is an Executive Committee Member of the Singapore Sustainable Finance Association (SSFA) since its launch in 2024. He has been an IBF Fellow since 2018. Albert is also Chairman of the IMAS Human Capital Committee since 2012, having started out as a member since 2005.
Amundi Media Contact	Jan Rubiano Teneo Asia Email: jan.rubiano@teneo.com Tel: 6977-6806
 **Jon Yeo Tung Kheng**	As Maybank Singapore Chief Compliance Officer and Head of Compliance, Group Wealth Management, Jon oversees the Bank's compliance functions. Jon was pivotal in the local incorporation of Maybank Singapore, and introduced a cross-border compliance

IBF Distinguished Fellow in Compliance Chief Compliance Officer, Maybank Singapore Limited	framework for Maybank Group Private Wealth, amongst many initiatives. With over 30 years of compliance experience at large financial institutions, Jon led milestone projects such as the merger of Keppel Bank with Tat Lee Bank. He holds a Bachelor of Social Science in Economics (Second Upper Honours) from the National University of Singapore.
Maybank Singapore Media Contact	Abigail Han Maybank Singapore Limited Email: abigail.han@maybank.com Mobile: 9137-1304
 **Elaine Lam Su-Yen** *IBF Distinguished Fellow in Corporate Banking* Head of Global Corporate Banking OCBC	Ms Elaine Lam is the Head of Global Corporate Banking of OCBC. She has responsibility for OCBC's corporate banking business across the Bank's global network spanning global industry groups including real estate, transportation, infrastructure, utilities, energy and technology, as well as the Greater China Business Office, Structured/Project Finance group, and Partnership & Innovation. Ms Lam chairs the IBF Corporate Banking Industry Workgroup which provides leadership and guidance on skills development and workforce transformation initiatives to support the corporate banking segment. She has served on MAS' Finance Centre Advisory Panel Green Finance Taskforce steering committee. She is also a member of the Singapore's APEC Business Advisory Council and part of the Finance & Investment taskforce, developing recommendations to accelerate adoption of sustainability solutions.
OCBC Media Contact	Dawn Sin OCBC Email: dawnsin@ocbc.com. Mobile: 9652 6052
 **Lawrence Chan** *IBF Distinguished Fellow in Financial Markets* Group CEO, NETS	Lawrence brings close to 30 years of deep and diversified experience to his position as Group CEO of NETS. He is responsible for the companies in NETS Group, positioning the organisation as the industry operator, builder of payment infrastructure and winning the hearts and minds of consumers and merchants. Under his leadership, Lawrence has successfully increased digital payment adoption through NETS wide merchant network domestically and enabled cross-border payments where connectivity with overseas payments rails have been established.

NETS Media Contact	Tammy Teo NETS Email: TammyTeo@nets.com.sg Mobile: 9845-0063
 **Kenneth Lai** *IBF Distinguished Fellow in Financial Markets* Head of Global Markets OCBC	Mr Kenneth Lai is the Head of Global Markets of OCBC. He has global responsibility for OCBC's global market businesses and asset liability management in Singapore, Malaysia, Indonesia, Hong Kong, China and seven other overseas centres. Mr Lai has over 34 years of experience in different functions across trading, sales and asset liability management and across different countries in Asia. Currently, he serves on the Boards of OCBC Securities and Asia Securities Industry and Financial Markets Association (ASIFMA). Mr Lai also serves on Great Eastern Group's Asset and Liability Committee as well as Great Eastern's Investment Committee. Mr Lai has served as the chairman of IBF Capital and Financial Markets Industry Workgroup since 2021 where he has provided leadership and guidance on skills development and workforce transformation initiatives to support the Capital and Financial Markets segment. He also chairs the IBF Financial Markets Regulatory Practices (FMRP) Examinations Board and the Singapore Foreign Exchange Market Committee (SFEMC) Manpower Development Sub-Committee.
OCBC Media Contact	Rachel Chan OCBC Email: RachelChan21@ocbc.com Mobile: 8168-5650