

Bio

Felix Lee

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With over 22 years of marketing and IT in senior management positions, Felix contributes towards the conceptualisation, strategy, and operations of interactive, community-based, solutions for government, corporate and FMCG industries. Having deployed mobile LBS, mobile CRM, and workforce solutions for enterprise, he has expert knowledge in mobile marketing and 3D environments.

His intermediary role seeks solutions to match alliances, technology and funds.

Within the e-marketing sphere, Felix has managed lifestyle and corporate solutions with interactive elements applied to entertainment, brand imaging, PR, HR, CRM, community commerce, crisis and knowledge management.

Felix was a component of the team responsible for crafting, positioning, IPO listing of Horizon.com Ltd, making it the best-performing stock on the SGX in 6 years, orchestrating corporate imaging, public relations, analyst briefings, investor relations, and communications. He has consulted for EDB investees; trialled LBS; set up Samsung's first bridging consultancy in SEA; and also the design and build of Images of Singapore Interactive Museum in Sentosa. As COO of Samsung Group's first e-business and bridging consultancy operations outside of Korea, he covered Singapore, Malaysia, Korea, Philippines, Australia, and India markets.

Felix serves with the Institute of Public Relations and local government on an ad hoc basis. He was a member of the SITF Wireless Chapter Working Committee on Data Privacy, and a firm proponent of think tanking by collaboration.

ADtranet Ltd Corporate Backgrounder

ADtranet Ltd is a Singapore-based marketing services company that specializes in generating compelling lifestyle commerce in the areas of online and mobile marketing media, via MMORPGames, events, and innovative use of wireless technology.

The company designs and operates service channels for regional branding campaigns to target all things community-interactive comprising compelling multimedia content, such as games, events, forums, tickets, meetups, classifieds, and video entertainment. Delivery is made live across handphones, billboards, television, and web applications via mLife™, or Mobile Lifestyle exchange.

Another product, CORE™, is a 3D gaming and scenario-planning environment that supports live collaboration with simultaneous web services requiring only 56kbps bandwidth. CSSP TimeTracks is a title currently deployed in 400 primary and secondary schools as the edutainment tool to teach kids about anti-terrorism. Other simulation applications are undergoing trials with security agencies.

ADtranet Ltd has a team of professionals with an intimate understanding of client industries across mobile, web and relationship marketing competencies. They blend industry-accepted solutions to deliver ROI to the retail/service and marketing environments.