



Mr. Phuah is experienced in handling consultancy projects in Singapore and the regional markets.



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Mr. Phuah Peng Hock attained a Master Degree in Entrepreneurship & Innovation from Swinburne University of Technology, Australia. He has also obtained his Graduate Diploma in Marketing from the Chartered Institute of Marketing (CIMUK) and Graduate Diploma of Marketing Management, from the Marketing Institute of Singapore (MIS). He graduated from University of Strathclyde, UK, holding the Bachelor of Engineering (Honors).

Prior to his present tenure, Mr. Phuah was a Senior Consultant with the Business Management Consultancy Division at Enterprise Promotion Centre Pte Ltd. He has more than 15 years' of wide industrial experience, ranging from design, technical consultancy, and feasibility studies to marketing and business development. The latter involved both local and regional markets, mainly Indonesia, Malaysia and Thailand. His consultancy experience includes Business Diagnosis and Planning, Strategic Planning, e-Strategy and Franchising.

His consultancy project track records include working on a business plan to develop strategy to market a new product. He has also carried out business diagnosis to review business situation and develop action plan for expansion. In a feasibility study and market survey, he has evaluated on a new potential business venture to manufacture in Singapore. He has also helped to develop a new business franchise network to introduce new concept of professional retailing. Besides providing franchise consultancy he also carried out diagnostic study of a franchise system for existing franchisor.

Presently he is an Independent Director of a main board listed company in Singapore. Besides various corporate training engagements, Mr. Phuah is also an Academic Associate with Centre for Innovation and Enterprise, Republic Polytechnic.