

**WAYNE SOO & ASSOCIATES PTE LTD**

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**Mr. WAYNE SOO**

Managing Director

Professional, Commercial  
and Consulting Background

Wayne Soo gained his initial years of auditing, accounting and financial experience with a Top 4 public accounting firm, both in Malaysia and Singapore. He has held various middle and senior management positions in industry and commerce before establishing his own firm, Wayne Soo & Associates Pte Ltd, in 2000.

Wayne has been intimately involved in industries such as IT start-ups, E-commerce projects, retail and general trading, aerospace and aviation, property development, hotels and resorts, leisure and entertainment, not-for-profit organizations, palm oil plantations, food and drinks manufacturing, power generation, leasing and financing, pharmaceutical corporations; to name but a few.

Wayne Soo & Associates Pte Ltd currently provides **financial and management consultancy and training** to small and medium-sized (SME) enterprises and organizations.

Seminars, Workshops and  
Speaking Engagements

Wayne has successfully structured workshop materials and facilitated in-house training courses on financial, strategic planning, and business & HR management topics in Singapore, Malaysia and Australia.

Wayne is a workshop facilitator with the Institute of Management Consultants for their Self-employed Training (SET) programme, as well as with the National Maritime Union for their ad-hoc business workshops. Wayne is also a People's Association (PA) approved trainer.

Wayne has spoken at discussion forums on the issue of *Intrapreneurship – its relevance for SMEs today*.

Publications in Professional  
Journals

Since 2001, Wayne's article contributions on strategy, business management and HRM topics have been regularly published in professional journals such as

- Global Partner, the official magazine of The Chartered Institute of Management Accountants (CIMA), Singapore
- Human Capital, the official magazine of The Singapore Human Resources Institute (SHRI)
- The Singapore Accountant, the official magazine of The Institute of Certified Public Accountants (ICPAS)
- HRM, a commercial publication headquartered in Australia

Professional Qualifications

Wayne holds 4 professional accounting qualifications and is a member of national accounting bodies in Singapore, Malaysia, Australia and UK.

He also holds an MBA awarded by the Manchester Business School, UK. His current area of research interest is the management effectiveness and profitability of SME operations.

Wayne is listed in The International Who's Who of Professionals directory since 2001 and is an Associate member of the Institute of Management Consultants, Singapore.