Career Discovery Lab
29 Mar, 2016 (Tuesday), 1pm – 6pm
Venue: Paris and Tokyo Room, Yusof Ishak House, Level 3

Speakers’ Profile
Mr Kenneth Worsdale is the Chief Executive Officer of Extra Space Asia, overseeing the strategic direction of the company and its long-term opportunities. He manages all the lines of current businesses and functional groups of Extra Space Asia, and leads the critical role of developing and expanding the business into new markets in Asia.

Kenneth is an accomplished senior executive with over 25 years of experience in successfully building financial and operational infrastructures for private and publicly owned companies in Asia, US, Europe and South Africa. A Certified Public Accountant (CPA) and Chartered Accountant (CA), Kenneth has an exceptional record of integrity, with a strong focus on transparency and good corporate governance. He brings with him extensive expertise in managing multinational corporations, especially in Asia where he has been living and working for almost 25 years. Kenneth's career began with KPMG, and he has held various senior management roles with companies such as Tonka Kenner Parker Toys, Strombecker, Camus International, Dole Foods, ConAgra, Del Monte Pacific and Furniture Origins.

Extra Space Asia is a leader in the self storage business in Asia, providing self storage facilities and services to individuals, families and businesses in densely populated Asian cities facing space constraints. A privately owned business operating in Asia, Extra Space Asia started with just one facility in 2007 and currently has 28 facilities in five countries (Singapore, Malaysia, Korea, Hong Kong and Taiwan), encompassing a total of over 1.4 million square feet of space and serving over 10,000 customers.

The company has plans to expand further into prime locations across Asia-Pacific.
Having grown up with the family business, Reuben learned the ropes from a young age. As a child, he spent his school holidays packing bento sets and by the time he was 21, he was volunteering his time delivering orders. After graduating from NUS with a Bachelor in Business Administration, Reuben worked in a Christian ministry for two years before joining Hesed & Emet in 2012, making him the 3rd generation in his family to manage the business.

As Managing Director, Reuben oversees the business development and operations of Hesed & Emet's subsidiaries. He was part of a team which implemented several projects to improve productivity, including the installation of kitchen automation systems and improving kitchen processes. Reuben also led the rebranding efforts of Elsie's Kitchen and Continental Delight Catering Services in an effort to refresh Hesed & Emet's two flagship brands.

In 2016, Reuben spearheaded the creation of Hesed & Emet's social arm, The Hesed Table. By working with partners, he hopes that this initiative will help to reduce food waste at the wholesale level and provide nutritious meals to communities that need it most, such as migrant workers and low income households.

Reuben has been a member of the Executive Committee of the Association of Catering Professionals Singapore (ACAPS) since 2015.

Hesed & Emet Holdings Pte. Ltd.
Hesed & Emet (H&E) is the parent company of well-loved Singaporean caterers Elsie's Kitchen and Continental Delight. Currently managed by the third generation of the Ang family, the history of the company can be traced back to the 1950s when Elsie's Kitchen began managing canteens for the British Royal Air Force camps. Today, with a central kitchen facility spanning 57,000 square feet, H&E caters an average of more than 10,000 meals every day. Its catering subsidiaries were official food suppliers for major national events such as the 28th SEA Games Singapore and National Day Parade. H&E also operates food courts under the brand Flavours, while The Hesed Table was recently set up as its social arm.

Derived from two Hebrew words, Hesed can be translated as "love, mercy and kindness", while Emet can be understood as "truth". The combination of these two words encompasses the vision of the company to enrich people's lives through its passion for food.
Joe Chan is Head of Financial Institutions Client Onboarding at DBS Bank and has over 15 years of extensive global industry experience. Joe is leading the Bank regional KYC efforts to deliver a consistent and robust client onboarding/due diligence framework. Prior to that, Joe was the Head of Financial Crime Intelligence, responsible for developing, implementing and maintaining an intelligence programme to support the bank’s strategy and services. Joe has a Master in Industrial & Systems Engineering (NSTB Gold Medal winner) and a Master in Applied Economics from the National University of Singapore.