

Basskaran Nair

Basskaran Nair, an Adjunct Associate Professor, LKY School of Public Policy, is currently Board member of Investor Relations Professional Association of Singapore (IRPAS), a Singapore Stock Exchange entity, and Chairman and Director of International Friendship Enterprise (a social and investment enterprise in Fukuoka, Japan). He retired as Senior Vice President, Group Corporate Communications and Marketing, at CapitaLand where he had oversight on communication issues for nine listed companies within the Group. As senior management, he attended all quarterly Board Meetings of the listed companies within the Group. He holds a Masters degree and has attended Executive programmes organised by INSEAD. He completed *Enhancing Board Stewardship* programme organised by the Stewardship and Corporate Governance Centre.

His previous Board Directorships include Certis Cisco Security Pte Ltd, a Temasek linked company, and Director of Media Development Authority (MDA, now renamed IMDA). He continues to provide consultancy services to companies including the Real Estate Development of Singapore (REDAS).

Basskaran first worked as a journalist, followed by more than 30 years in shareholder communication, public relations counsel and marketing communications in various sectors. Prior to CapitaLand, he managed corporate and marketing communications of financial products for the DBS Group of companies. He left DBS to become an Equity Partner and CEO of an international New York headquartered communications firm where he managed shareholder communication and investor relations programmes for initial public offerings (IPOs) and for major merger and acquisition (M&A) deals. He was responsible for communication advisory during the merger of Pidemco Land-DBS Land to form CapitaLand, Raffles Holdings' acquisition of the Swissotel chain of hotel properties, and the mergers of several broking houses to form DBS Vickers Pte Ltd.

Before his private sector engagements, he managed the Singapore Government's national social campaign projects. He introduced innovative, emotive concepts like national icons such as *Singa* for the National Courtesy and *Teamy* for Productivity Campaigns (1980), and *Stand Up for Singapore* (1984) national songs for national anniversary events. As Head of Government's Press department in the 70s, he was actively involved in crisis management such as *Laju Hijacking*, involving terrorists in Singapore and the *Vietnamese Boat People*, refugees during the Vietnam War. Other public service engagements include Member of the Government Feedback Unit and Chairman of Publications Consultation Committee. In November 2010, Basskaran was conferred the Public Service Medal 2010 (PBM) by the President of the Republic of Singapore, for distinguished service to the nation. In 1997, the Institute of Public Relations of Singapore (IPRS) nominated him Fellow of Institute of Public Relations. He was "PR Professional of the Year 2004", while in 2008, IPRS accorded him the "Lifetime Achievement Award".

Mr. Nair wrote *A Primer on Public Relations in Singapore* (1986) and authored a series of books on New Media entitled "*From Main Street to Cyber Street: Changes in the Practice of Communications*". He is currently working on a book entitled "*Marketing Complex Public Policies*".