



LIONEL YEO

CEO ADVISOR

Grab

Lionel is CEO Advisor at Grab, Southeast Asia's leading everyday app providing ride-hailing, delivery, financial and other services. He also serves on the Board of Directors of SGX-listed telco StarHub Limited.

He was formerly Chief Executive of the Singapore Tourism Board from 2012-2018, where he executed a successful strategy to attract major sports and leisure events to Singapore, launched a new country brand for Singapore, implemented industry transformation plans, and led the push to be the world's first national tourism body to provide a shared digital platform for tourism content, services and data. During this time, Singapore's visitor arrivals hit record highs and grew by almost 30%. Lionel also chaired and hosted the ASEAN forum for senior tourism officials in 2017.

During his distinguished career in the Singapore Public Service, Lionel also served as Dean and CEO of the Civil Service College, and helmed senior policy roles in the Prime Minister's Office, Ministry of Trade and Industry, and Ministry of Finance.

🏠 SESSIONS

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