



## Media Release

*For Immediate Release*

# Appointment of Chief Executive Officer for the Singapore Business Federation Foundation

**Wednesday, 27 March 2024 [Singapore]** – The Singapore Business Federation (SBF) Foundation and SBF jointly announced the appointment of Ms Jean Tan (陈丽娟) as Chief Executive Officer (CEO) of the SBF Foundation and concurrently as the Chief Social Impact Officer of SBF, with effect from 1 April 2024.

2 This dual appointment underscores the symbiotic relationship between the Foundation and SBF, aimed at advancing corporate purpose and fostering increased involvement from the business community in building a more resilient and inclusive Singapore.

3 Ms Janet Ang, Chairman of SBF Foundation said, “I am delighted to welcome Jean as CEO of SBF Foundation and Chief Social Impact Officer of SBF. Her experience and leadership will bring immense support to furthering the Foundation’s vision to foster a compassionate and purposeful business community by playing a catalytic role in galvanising businesses in Singapore to strengthen their corporate purpose to do well and do good, creating positive social impact in our economy, our workforce and our society.

4 Mr Kok Ping Soon, CEO of SBF said, “There’s a growing awareness among businesses about integrating ESG (Environmental, Social and Governance) principles into their strategies for long-term success and sustainability. With Jean onboard as SBF’s Chief Social Impact Officer, we can do more to enable businesses to prioritise social impact and contribute to ESG causes. We view it not just as the right thing to do, but also as a source of competitive advantage.”

5 Ms Tan brings a wealth of experience to her new role, having previously served as the CEO of the Singapore International Foundation (SIF) where she was responsible for formulating its strategic direction and business plan, as well as instituting best practices to strengthen the organisation. During her tenure at SIF, she spearheaded various initiatives that significantly enhanced people-to-people ties and development in Asia. Her leadership saw the creation of award-winning, flagship programmes spanning healthcare, education, business, and arts and culture. For her work in enhancing Singapore’s relations with Indonesia and Vietnam respectively, she

was awarded the *Adinata Award* and the *Medal for Peace and Friendship among Nations*.

6 Prior to her work at SIF, Ms Tan held various positions within the public service, including roles at the Ministry of Manpower (MOM), Ministry of Information and the Arts (MICA) and Ministry of Foreign Affairs (MFA) as a diplomat in Washington DC.

## Annex A: Biography of Ms Jean Tan



Jean is the immediate past Chief Executive Officer of the Singapore International Foundation (SIF) and currently holds the position of Vice Chair on its Board, continuing her commitment to international peacebuilding and development.

Before SIF, Jean held leadership roles at various government ministries, including Manpower, Information and the Arts, and Foreign Affairs, where she served as a diplomat in Washington DC.

Jean is an alumna of the National University of Singapore and was awarded the Singapore Government Merit Scholarship to pursue postgraduate studies in the United States, as well as programmes overseas in executive and non-profit management.

In her spare time, Jean volunteers on the boards of international organisations such as FORUM, a global network of volunteer-driven development agencies, and holds the position of founder member on the Global Public Diplomacy Network. She also serves on the board of local charities, like Cycling Without Age which seeks to reduce social isolation among the elderly and is involved with SG Enable, an agency dedicated to serving persons with disabilities and their caregivers.

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**About Singapore Business Federation Foundation**

The SBF Foundation was established in 2013 by Singapore Business Federation (SBF). As the social impact arm of SBF, the Foundation is envisioned to strengthen Singapore's social compact with support and participation by the business community.

The Foundation believes that people are at the heart of businesses, and that a compassionate and proactive business community can lead to a more sustainable, inclusive, and resilient socio-economic landscape in Singapore. Apart from rallying the Singapore business community to support employees in need and enabling equal access to employment, the Foundation aims to amplify the individual efforts of the business community in corporate social responsibility and corporate giving to benefit the workforce and community. SBF Foundation bridges businesses to their charities of choice to champion causes close to their hearts such as in the areas of Arts, Sports, Health, Social and Education etc.

For more information, please visit our website: [www.sbfoundation.org.sg](http://www.sbfoundation.org.sg)

**About Singapore Business Federation**

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

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