



## AIA Singapore

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# Media Release

## AIA Singapore announces several key executive leadership changes

**Singapore, 07 July 2020** – AIA Singapore today announced several key changes that will take place within its top management team with immediate effect. Ho Lee Yen, who is currently the Chief Customer and Marketing Officer will take on the role of Chief Distribution Officer; Melita Teo, the current Chief Operations Officer will take on the role of Chief Customer and Digital Officer; and Tan Kian Loy will be promoted to the role of Chief Operations Officer.

These management changes came off the back of Wong Sze Keed taking on the Chief Executive Officer role since 1 July 2020 after serving in her last role as Chief Distribution Officer.

“I am so proud to announce today, these key management appointments. As we put in place this new management structure, I’m looking forward to working with this talented group to deliver growth for a strong 2020 and beyond. These changes are aligned with our efforts to continually reinvent AIA to better serve our customers and to enhance their digital experiences with us. But more importantly, these appointments are a true reflection of our strong commitment to our people and developing internal talents, who are committed to delivering the best outcomes for our customers and strive to keep AIA at the top of our game,” said Wong Sze Keed.

Ho Lee Yen is an insurance veteran with over 20 years of experience. She is a qualified actuary. She joined AIA in 2011 as Chief Partnership Officer, pioneered AIA’s high net worth business and expanded and strengthened its bancassurance. Under her leadership as Chief Customer and Marketing Officer, AIA introduced a multitude of superior products and strengthened its customer proposition, resulting in the numerous awards won in product innovation, marketing and public relations. She was most recently named CMO of the Year 2019 by Marketing Magazine. Her remit as Chief Distribution Officer is to lead the transformation of the next generation distribution force and spearhead the advisor-customer engagement model.

Melita Teo, in her 19 years with AIA, has taken on several senior leadership roles including Chief Corporate Solutions Officer and Chief Business Development Officer. In her most recent role as Chief Operations Officer, Melita transformed the operations and healthcare propositions, and established a comprehensive digital ecosystem to enrich the experience and business value to distribution partners and customers. Under her leadership, AIA received multiple industry accolades in digital, healthcare and customer service. In her new role as Chief Customer and Digital Officer, Melita is responsible for strengthening the customer, health and wellness propositions, advancing the enterprise-wide analytics capabilities and usage, and accelerating the delivery of an integrated digital experience across customers and distribution.

Tan Kian Loy has been with AIA Singapore since 1996 and has extensive breadth and depth of experience across the key operations functions, including several management roles in operations. He has also led several core operation systems transformation initiatives, and institutionalised the use of Lean Six Sigma and Robotics as new core skill sets. Kian Loy has been a key driving force in AIA’s operations delivery of customer experience and efficiency. In his role as Chief Operations Officer, Kian Loy will drive the usage of digital tools and expand the customer-centric service proposition.

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### About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong SAR, Thailand, Singapore, Malaysia, Mainland China, South Korea, the Philippines, Australia, Indonesia, Taiwan (China), Vietnam, New Zealand, Macau SAR, Brunei, Cambodia, Myanmar, a 99 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$284 billion as of 31 December 2019.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 36 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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