

## **STATEMENT**

FOR IMMEDIATE RELEASE

### **The Singapore Institute of Management appoints new Group CEO.**

**2 SEPTEMBER 2024, SINGAPORE** – The [Singapore Institute of Management](#) (SIM), one of the region's leading education and lifelong learning institutions, has today announced that Mr Poon Joe Keen will be appointed as its Group Chief Executive Officer with effect from 1 October 2024.

Mr Poon has almost 30 years of experience, having held senior leadership roles across Asia and Europe, where he has successfully driven organisational growth through new ventures, and mergers and acquisitions. Mr Poon is actively involved in advancing corporate governance, artificial intelligence, sustainability technology, and ESG efforts, through his roles on the Governing Council and EXCO at the Singapore Institute of Directors, the Association of AI Professionals, and SGTech's talent steering committee. In addition, he has served on the boards of publicly listed companies. His previously held positions include President, Singapore and Southeast Asia of Kaplan Inc, and Managing Director and Group Chief Technology Officer of Surbana Jurong.

***SIM Chairman, Ms Euleen Goh, said,*** "We are delighted to welcome Joe Keen to the SIM family. His extensive experience and visionary leadership will be invaluable as we continue to strengthen SIM's position and drive forward our social purpose and mission in education. Joe Keen succeeds Mr Seah Chin Siong, who stepped down in July this year. Chin Siong has been instrumental in driving significant growth and innovation for SIM. We thank Chin Siong for his commitment and contributions to SIM and wish him the very best for the future."

***Mr Poon Joe Keen said,*** "I am excited to join SIM's leadership team and to be part of an organisation committed to enabling individuals to reach their full potential. I look forward to working together with a talented team and SIM's partners to make a positive impact in our community."