



SOON LOO

CEO | GLOBAL BOARD MEMBER

CHAMPIONING INNOVATION AND LEADERSHIP IN ASIA PACIFIC

Board Member

Asia Pacific Publicly Listed & Private Companies

Global Executive Coach

Advising C-suite Executives and Senior Leaders

Entrepreneur-in-Residence

INSEAD Business School

Former APEC Business Advisory Council Member

Asia-Pacific Economic Cooperation (APEC)

OVERVIEW

Soon Loo's mission is to elevate Asia's businesses and top leaders by supporting them in transforming their organizations to create a positive impact on the world. He has been serving on the boards of publicly listed and private companies with combined market values exceeding US\$3 billion, advancing strategic growth and innovation.

An esteemed member of the global 100 Coaches organization, Soon has been coaching since 2009. His current research focuses on integrating AI to empower leadership development.

EXPERIENCE

A Harvard Business School graduate, Soon has served on corporate boards, including:

- Mission Holdings: A Singapore-based global investment firm with US\$1.5 billion of assets in the US, UK, and Asia.
- SY Holdings: a Hong Kong publicly-listed financial firm.
- Sundaland Resorts: A Temasek-invested company specializing in sustainable ecotourism.

As the former CEO of the Brunei Economic Development Board (BEDB), Soon spearheaded foreign direct investment initiatives to diversify the nation's economy. He continues to serve on the BEDB International Advisory Board. Previously, he was the CEO of Darussalam Enterprise, Brunei's main agency for entrepreneurship and industrial parks, and served as the founding chairman of Seri Venture Capital.

Soon began his career in technology, co-founding a venture-backed firm in Silicon Valley. He was also a Regional Vice President at the AXA Group, contributing to their US\$9.5 billion business across 11 Asia Pacific countries. Additionally, he has been an adjunct professor at universities across Asia, teaching innovation and entrepreneurship.

He was honored with the prestigious "Ten Outstanding Young Persons of the World" (TOYP) award by Junior Chamber International, joining past recipients like Bill Clinton, John F. Kennedy, and Jackie Chan.

EDUCATION

Soon holds an MBA from the Harvard Business School.