



**Lyndon Yeo Sin Teck**

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Love What U Do, Do What U love

Lyndon graduated from the National University of Singapore with a Bachelor of Arts degree and received his post-graduate diploma in Marketing Management from the Singapore Institute of Management.

Lyndon has over 10 years of management experience in media ranging from publishing and online marketing to radio broadcasting where he held key positions in advertising, sales and marketing.

In 2000, he was director of a Pan-Asian software company where he was responsible for formulating and spearheading the strategic business plans that led to the launch of an online auction and classifieds portal in Southeast Asia.

In 2002, Lyndon was appointed as Director of Sales & Marketing for SPH radio stations. He led both programming and marketing operations of the local radio stations till 2007 after which he went on to establish and lead the commercial operations of SPH Search where he help launch the first local search and directory engine in Singapore. He was the key driver behind the organisation's use of Salesforce CRM and the strategic partnerships with Yahoo and MSN content networks.

Lyndon has spoken at numerous E-business and broadcasting conferences regionally (Infocomm Business Conference 2008, Manila Broadcasting Conference 2009) and conducts talks and workshop sessions on online marketing for small and medium enterprises in Singapore.

Lyndon currently holds several portfolios as Chief Representative, Southeast Asia, Virgin Radio International, Business Consultant, Interaktiv Technology (Salesforce CRM Partner) and is a Director of Asian Culture Enterprise, a non-profit organization.

Lyndon is a strong advocate of media and technology in supporting the arts and entertainment industry and is a business mentor volunteer with Youth Business Singapore, Heartware Network.

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