



turnaround | transform | grow  
**YOUR BUSINESS**

## YTF Consultants — A global team

YTF Consultants is a team of experts from diverse backgrounds, including:

### **Cindy Chua**

*(CFP<sup>CM</sup>, CIM (UK); based in Singapore)*

— Cindy specializes in advisory and consultancy services to enterprises in various stages: start-up, growth, internationalisation, transformation to closure. She is well versed with many government assisted grants & incentives, and able to help SMEs/enterprises determine and leverage on the appropriate assistance schemes to drive their businesses.

### **Jeffrey Goh**

*(Grad. Dip Mathematics, HND (Maths, Stats & Computing), MBCS, MACS, MBIM, GradIMA; based in Malaysia)*

— Jeffrey brings to the table 23 years of experienced in the IT industry. He started off as a analyst/trainer in the U.K., followed by a lecturing stint at Ngee Ann Polytechnic, Singapore. He is well versed in a wide spectrum of management issues—from P&L responsibilities to human resources—in both local and international arenas.

### **Salman Ali Hyder**

*(MBA, University of Chicago; BS Electrical Engineering and BS Economics, MIT; based in Singapore)*

— As the CEO of SynesicAsia, Salman brings 22 years of global experience in implementing leadership, strategy, quality & service, change and risk management initiatives. He has provided his expertise to global clients and is associated with Citigroup, Standard Chartered, and ABN-AMRO, Oracle and United Overseas Bank Group and other blue-chip firms.

### **Vincent Chua**

*(Master of International Management and Master of Business Administration; based in Singapore)*

— Vincent offers 20 years of experience in management, implementation and setting up of manufacturing operations in Asia. He was previously President Director and General Manager of PT Plexus Manufacturing Indonesia and Plexus Manufacturing (Far East) Pte Ltd; both subsidiaries of Jurong Technologies Group of Companies.

### **Professor Richard Watson**

*(Global consultant on information systems; based in the U.S.)*

— Dr. Watson is the J. Rex Fuqua Distinguished Chair for Internet Strategy in the Terry College at the University of Georgia. He has published more than 100 journal articles and written books on electronic commerce and data management. His most recent research focuses on Information Systems (IS) leadership, the role of IS in creating sustainable business practices, and Energy Informatics.

### **John Argenti**

*(Global Strategic Planner; based in the U.K.)*

— John Argenti prepared his first strategic plan in 1963—some years before any book on the subject was published. He wrote *Corporate Planning: A Practical Guide* in 1968, and has condensed his rich experience into The Argenti System of Strategic Planning ([www.argentisys.com](http://www.argentisys.com)) which has been purchased by 2000 organizations around the globe.

For a confidential, no-obligation  
consultation, please contact:

Colin Yow  
[coliny@ytfconsultants.com.sg](mailto:coliny@ytfconsultants.com.sg)

[www.ytfconsultants.com.sg](http://www.ytfconsultants.com.sg)



turnaround | transform | grow  
**YOUR BUSINESS**

## **YTF Consultants — A global team** *(continued)*

### **Michael Smith**

*(FAMI, FAIM, MIMC, CMC; based in Australia)*

— Since founding The Marketing Centre 30 years ago, Michael has provided strategic marketing advice to an unrivalled client list that includes many of Australia's most iconic brands. He also sits on the board of directors at various organizations such as Synergy, iiNet, the Perth International Arts Festival and the 376-branch 7-Eleven Stores.

### **Paulette D. Lirio**

*(PMC, MIMC, ACTA, CPA; based in Singapore and the Philippines)*

— Paulette has fifteen years of business skills and qualifications in advisory and consulting experience, ten years in organisation, learning and development, and seven years in financial management, reporting and managed services. She has served clients in various sectors including agriculture, consumer products, retail & wholesale, real estate, construction, public & non-profit sector, media, technology, transportation and communications.

*For a confidential, no-obligation  
consultation, please contact:*

*Colin Yow  
coliny@ytfconsultants.com.sg*

**www.ytfconsultants.com.sg**