

## EVALUATION MEMBERS & MENTORS

No.	Name	Profile	Mentoring
1	<b>Mark Wee</b> Executive Director, DesignSingapore Council	<p>Mark leads the Council in achieving the Design 2025 Masterplan vision of making Singapore an innovation-driven economy and a loveable city, by design.</p> <p>A design-thinking pioneer in Singapore, Mark designed award-winning innovative experiences for the public and private sector. As an award-winning architect, he was recognised by the Urban Redevelopment Authority in 2017 as the top 20 Under 45 architects in Singapore that would define the next generation.</p>	
2	<b>Duleesha Kulasooriya</b> Executive Director, Deloitte Center for the Edge, Asia Pacific	<p>Duleesha leads Deloitte Center for the Edge – a global management research institute exploring the edges of business and technology.</p> <p>He has researched, written and spoken extensively about dynamic ecosystems, emerging business landscapes, rethinking the role of firm and individuals in the form of institutional innovation, the future of work, and about relevance of “edges” such as the Maker Movement, the Sharing Economy, TransTech and Burning Man.</p>	<ul style="list-style-type: none"> <li>• Art-Zoo</li> <li>• Shophouse &amp; Co</li> <li>• Rizal Yatim</li> </ul>
3	<b>Low Cheaw Hwei</b>	Cheaw Hwei looks after the overall direction of Philips Design in the	<ul style="list-style-type: none"> <li>• ART-ZOO</li> </ul>

	<p>Head of Design APAC, Head of Design Consulting Asia, Head of Government &amp; Public Affairs Singapore, Philips ASEAN Pacific</p>	<p>region, leading the company through a design transformation, as Philips – a leader in healthcare technology – moves towards experience and solutions-based innovation.</p> <p>A respected industry practitioner, Cheaw Hwei has served as board member for various design platforms such as the Dsg, Singapore Design Masterplan 2025 Committee, Committee for Future Economy for innovation and capability development and judged at international design competitions. He is also a frequent speaker at international design and innovation forums and has been awarded the Public Service Medal for his contribution to design education.</p>	
4	<p><b>Tai Lee Siang</b> Executive Director, BuildSG, Building and Construction Authority</p>	<p>Lee Siang is currently the Executive Director of BuildSG, which focuses on the industry transformation map of the built environment sector.</p> <p>On the design front, he led the inauguration of ARCHIFEST, and had chaired the formation of DesignS – an alliance representing nine design associations in Singapore. Whilst President of Design Business Chamber Singapore, he oversaw the launch of the Singapore Good Design Mark in 2014.</p>	<ul style="list-style-type: none"> <li>• STUCK Design</li> <li>• Studio SKLIM</li> </ul>

		<p>On the sustainability front, Lee Siang was elected the President of Singapore Green Building Council in 2011, where he led the establishment of the first green building product certification scheme in Singapore. He was the also first Asian to chair the Board of Directors of the World Green Building Council in 2016.</p>	
5	<p><b>Cristina Ventura</b> Founder &amp; CEO, VenturaXVentures</p>	<p>Cristina has been working in luxury and lifestyle, retail and technology for over 20 years for the world's most prestigious companies such as LVMH, Gucci, Prada, Apple and The Lane Crawford Joyce Group.</p> <p>She is an active investor and advises family offices, venture capital and private equity firms through VenturaXVentures. Cristina led the opening of APPLE in HK &amp; China, the fastest market growth globally.</p> <p>Cristina represents an international understanding of luxury, lifestyle, strategic planning, digitalization, venture building, innovation and investment.</p>	<ul style="list-style-type: none"> <li>• Claudia Poh</li> <li>• Studio Juju</li> </ul>
6	<p><b>[Rotating Member]</b></p> <p><b>Semun Ho</b> CEO, Textile and Fashion Federation (TaFF)</p>	<p>Semun is the CEO of the Textile and Fashion Federation (TaFF), the official association that drives the fashion and textile industry in Singapore.</p> <p>Prior to TaFF, she was at the helm of SGTech for 11 years, Caliper</p>	

		<p>Singapore, and Motorola Electronics as its General Manager.</p> <p>She is currently on the Advisory Committee Board of Institute of Technical Education for Design and Media.</p>	
7.	<p><b>[Rotating member]</b></p> <p><b>Nextevo</b></p>	<p>Nextevo is a local start-up in the business of transforming agriculture by-products into environmentally friendly materials that can be used in applications for daily living, at scale.</p>	
8.	<p><b>[Rotating member]</b></p> <p><b>Shiseido</b></p>	<p>Shiseido was founded in 1872 as Japan's first Western-style pharmacy. 150 years later, Shiseido's commitment to innovation is as steadfast as ever. It has transformed into a global beauty giant that currently operates in approximately 120 countries and regions around the world.</p>	
9.	<p><b>[Rotating member]</b></p> <p><b>MoWin Digital</b></p>	<p>MoWin Digital is a marketing agency with innovative marketing technology products that enables organisations to make informed decisions for positive business results and to create more inclusive solutions.</p>	