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About Dr Lynda Wee

Dr Lynda Wee is a Specialist in Retailing, Growth Strategic Planning and Leadership. Prior to founding Bootstrap, she was the Senior Vice President of Learning and Development at CapitaLand Limited and held the concurrent post of Founding Principal for CapitaLand Institute of Management and Business. She also served as the founding member of Temasek-Linked Companies Organisation Development Network.

Her present work includes being a Regional Retail Consultant in Indonesia, Malaysia, Singapore and Thailand. As the Principal Consultant of an overseas leading telecommunication retail chain, she handles strategic planning, branding, store operations, visual merchandising and talent management. She also serves as an Adjunct Associate Professor at the Nanyang Business School, Nanyang Technological University.

She was elected as a Fellow of The Chartered Institute of Marketing, UK and received the Chartered Marketer Status in 2001. She is a Certified Practising Management Consultant.

She is a member of Trainer and Adult Educator Manpower Skills and Training Council at the Singapore Workforce Development Agency.

She received her Doctor of Philosophy (Retail Marketing) from the University of Stirling (UK) in 1998. She obtained her Master's Degree in Business Administration (1987) and a Bachelor's Degree in Science (Highest Honors, 1986) from the Southern Illinois University at Carbondale, USA. She graduated with a Bachelor's Degree in Business Administration from the National University of Singapore in 1985.



Reach Dr Lynda Wee at:

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