

Curriculum Vitae



Dr Brian Heng T.K.

Director

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Education Qualifications

2013	Executive MBA, NUS Business School, National University of Singapore
2007	Advanced Diploma in Insurance, Chartered Insurance Institute, UK
2003	PhD in Sociology, University of Queensland Australia
1998	Master of International Business, Curtin University, Australia
1998	Master of Mass Communication, Griffith University, Australia
1997	Graduate Diploma in Marketing, Chartered Institute of Marketing, UK
1996	BSc in Computer & Information Science, National University of Singapore

Academic and Professional Experience

2004 - Present	Adjunct Lecturer / Module Leader, MDIS Singapore / Tashkent Campus
2016 - 2018	Senior Business Development Manager, Frost & Sullivan
2014 - 2015	Deputy VP, Customer Value Management, Prudential Assurance Company
2012 - 2013	Director, Corporate Strategy & Market / Centre of Excellence, Mencast Holdings
2009 - 2012	VP, Communications / Strategy, Asia Capital Reinsurance
2008 - 2009	Deputy Director, EBIS & Marketing, Singapore Business Federation
2004 - 2007	Adjunct Senior Lecturer, Informatics & Communication, Central Queensland University, supervised three industrial doctorate students
2003 - 2008	Marketing & Communications Manager. Royal & Sun Alliance Insurance / RSA Insurance

Memberships and Professional Activities

2018 - 2019	American Marketing Association
2003 - 2005	Executive Committee, Chartered Institute of Marketing (UK), Singapore Chapter

Research Interests

- Digital economy, marketing, communications and B2B2C buying behaviours
- Entrepreneurship and economic developments
- Overseas Chinese capitalism and entrepreneurship
- Future skills, future work and knowledge economy

Selected Publications

Heng TK (2005), "Response to Globalisation: Overseas Chinese Capitalism - Networks, Trust, Control & Familism", paper presented at the Singapore Management University Edge Conference, Bridging the Gap: Entrepreneurship in Theory & Practice, 11 to 13 July, Singapore

Recent Completed Consulting Projects

2020	NTUC FDAWU Hotel Operation & Security Training Needs
2019	SSG L&D Community Focus Group Research & Consulting

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