



Commune[®]



Mr. Gan Shee Wen

Council Member, Singapore Manufacturing Federation
Chief Operating Officer and Vice President, Group
Sales and Marketing, Commune Lifestyle Pte. Ltd.

Shee Wen is an accomplished business leader in the furniture manufacturing and lifestyle retail sector, currently serving as Chief Operating Officer of Commune and Executive Director of Koda Ltd. He also serves as a Council Member of the Singapore Manufacturing Federation (SMF) for the 2024–2027 term, where he contributes his experience in product development, regional sales, and brand-building to support the advancement of Singapore’s manufacturing community.

At Commune, Shee Wen oversees operations, sales, and marketing, and is responsible for enhancing systems that deliver high-quality products and ensuring the execution of business plans that drive sustainable growth. He also leads Commune’s international expansion efforts, manages dealer recruitment, and cultivates key marketing and sales partnerships globally.

In his role with Koda, Shee Wen heads the sales and marketing functions across the Asia Pacific region. He works closely with clients to understand market-specific needs—driving product design research, idea generation, and technical development that results in commercially successful products for Koda’s global clientele.

Since joining Koda in 2005 as a Marketing Executive, Shee Wen has demonstrated a strong ability to strategise and implement marketing initiatives that open up new markets and strengthen brand competitiveness. His contributions to the industry were recognised with the Gold Award in the Outstanding Individual category at the Singapore Furniture Industry Awards in 2013.

He holds a Bachelor of Science in Business (Honours) from the University of London.