



Mr. Lionel Chng

Council Member, Singapore Manufacturing Federation
Managing Director (Customer Success), Singtel -
Singapore Telecommunications Ltd

Lionel Chng is an accomplished business leader with over 30 years of experience spanning the FMCG, telecommunications, consumer electronics, and IT industries. He currently serves as Managing Director of Customer Success at Singtel's Singapore Consumer division, where he oversees Consumer Sales, Customer Care, and Business Segments. In this role, Lionel is driving digital transformation and omni-channel excellence, delivering seamless and innovative customer experiences anchored in next-generation 5G technologies.

A Council Member of the Singapore Manufacturing Federation (SMF) for the 2024–2027 term, Lionel contributes his deep expertise in customer-centric transformation, digitalisation, and go-to-market strategy to advance Singapore's manufacturing and services ecosystem.

Throughout his career, Lionel has held senior leadership positions across leading global organisations. His past roles include Managing Director of HP Singapore, Chief of Staff to the Regional President at HP Inc., and Regional Head of Sales Operations in Greater Asia. He has also held key national and regional roles at P&G, Maxis, Nokia, and Samsung, building a strong foundation in retail, trade marketing, and multi-channel sales across consumer, SMB, and enterprise markets.

Beyond the boardroom, Lionel is the author of *Thrive in Extraordinary Times*, a book that shares insights on navigating uncertainty and leading with purpose. He holds a Bachelor of Business and Marketing from the University of Wisconsin-Madison and an MBA from the University of Bath, UK.