



**Corinna Choong**  
Senior Director, Marketing and Communications  
Singapore University of Technology and Design

Corinna Choong is currently the Senior Director for Marketing and Communications for Singapore University of Technology and Design. She has 25 years of experience, spanning Consumer Marketing, Branding, Communications, and B2B Marketing. She worked for Procter and Gamble, and 2 leading Government-linked companies, progressing to Senior Vice President. She built brands to leadership positions and won several Advertising awards both internationally and locally. She re-branded 2 leading companies, improving their brand identity and reputation. Corinna developed the SUTD brand and has won several design, advertising and marketing awards for the university. SUTD was awarded Institution of the Year for promoting gender equality through its efforts to encourage women to take up technical education.