



**Goh Shu Fen**  
Principal, Co-founder  
R3 Asia Pacific

Shu Fen cut her teeth on advertising working with top FMCG clients at Ogilvy before cofounding R3 in 2002. With twenty years of sales, marketing, and agency experience built up across blue chip brands like Coca-Cola, Unilever, and BMW, Shu Fen's entrepreneurial spirit landed her in start-up M&C Saatchi as New Business Director where she was a driving force behind high profile wins like Coca-Cola and SingTel. At R3, she has led major global assignments for Singapore Airlines, Fonterra, and Visa. Beyond R3, she is the President of IAS, championing the marketing industry's talent development. Passionate about marketing effectiveness and creativity, she has been chairperson of the regional APPIES for the last 4 years. Most recently, she co-authored China CMO, a book sharing marketing best practice in fascinating and challenging China. When she isn't hard at work, you'll find Shufen twisted like a pretzel into a yoga crane or cooking up a storm.