



Ng Li Lian

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Li Lian started her career as an auditor and later joined the automotive industry working on regional business development and marketing. She has over 14 years of Consumer Banking experience spanning marketing, analytics, planning, strategy and segment management. In OCBC, Li Lian spent 5 years heading up its marketing services team. The highly charged team drove the development and deployment of hugely successful marketing programmes such as Sunday Banking, Mighty Savers, Online Banking and FRANK raising the visibility and profile of OCBC. Today, as Head of Segment Management for OCBC Bank, she is responsible for the development and implementation of value propositions to engage its personal banking customers segments ranging from kids, families to active agers. Li Lian holds a Bachelor of Accountancy from the National University of Singapore, Bachelor of Law from the University of London and an Advance Diploma for Wealth Management from the Wealth Management Institute. She is currently pursuing an Executive MBA from INSEAD.