

# Management Profile (1)

## Elvin Ting, CEO, Cofounder

- Born in Singapore and with 25 years in the competitive aquatic sporting scene, Elvin's passion for sports and health did not stop after he continued to be actively involved in various sporting activities after his graduation from his Bachelor Degree.
- Elvin's 14 year corporate experience across various leadership position for more than 12 year that includes IT Giant, Hewlett Packard and world leading drinks company Diageo before deciding to pursue his greater purpose in sports. His wealth of corporate experience and unique market knowledge had helped to build a highly effective team and processes that is able to successful implement iconic concepts like TRI-Factor Series across 8 countries within Asia Pacific including China.
- After more than 14 years in founding and growing 2 businesses in Singapore, Elvin's passion is to help the community live a better and healthier life. He believes that everyone deserve an opportunity to grow stronger and live a better life



- *Founder of a Global IP that was executed across 8 countries in Asia*
- *Founder of leading Swim School in Singapore, known as The Swimming Room*
- *Ex-Head of Brand Change of Largest F&B company, Diageo from 2008 to 2015*