

**Karen Ng**

Director, Strategic Accounts

Kingsmen Exhibits Pte Ltd

Bachelor of Business Management, Singapore Management University

Karen is an experienced and versatile Account Service Lead, with 14 years of experience and a strong passion for working in and managing a fast-paced, dynamic and collaborative environment. Her key role as a Strategic Account Director is to identify and implement strategies to drive the company's industry and key account development in multiple industries such as Aerospace, Automobile, Festive Decorations and Luxury brands. She provides strategic consulting to clients for their events, galleries and permanent installations, which include conceptualization of design to production and execution of the project. Some of her key accounts include Bvlgari, Chanel, Lockheed Martin, ST Engineering, Eurokars Group, Port of Singapore Authority, the Singapore Police Force and the Orchard Road Business Association.

Karen possesses strong communication and interpersonal skills, with an aptitude in building strong client relationships. She is also well-versed in project management and ensures the successful delivery of projects across a wide spectrum of industries, by providing leadership to strategically manage risk, monitor finances and ensure timely completion of the project.

Currently, she leads 3 teams, consisting of 12 sales and operations staff, with a proven track record of delivering many significant projects such as the Christmas Lights Up at Orchard Road, The Macallan Experience and more recently, the Community Recovery Facilities at Tanjong Pagar Terminal which was completed in a short span of 6 weeks during the height of the pandemic.