

# GRACE WONG

Email grcwng@yahoo.com  
Address Moonstone Lane  
Phone 91119205



---

## Objective

Experienced Director with a proven track record of successful business growth. Looking to contribute my knowledge and skills to further the interests of Singapore Association of Convention & Exhibition Organisers & Suppliers.

---

## Experience

### Director, Sales & Marketing

Kingsmen Exhibits Pte Ltd  
September-2006 - Currently

- Accountable for the growth in market share of exhibitions and events
- Promote the organization's suite of services through various channels and seek but opportunities
- Influence the broader business strategies by identifying growth platforms through research and market scanning
- Build connections and position the organisation strongly within the Meetings, Incentives, Conferences & Exhibitions (MICE) and business communities
- Champion and facilitate marketing knowledge management, including educating overseas personnel on marketing processes
- Oversee the Marketing Communications team, playing a pivotal role in the market positioning of the organisation
- Design, develop and execute integrated marketing and communications plan to drive strong client engagement

### Senior Executive, Manpower

Immigration and Checkpoints Authority of Singapore (ICA)  
March-2005 - August-2006

- Execute general administrative responsibilities related to Human Resource (HR)
- Respond to internal and external HR enquiries or requests and provide assistance
- Oversee staff postings for all ICA junior officers
- Challenged to achieve the fine balance between the authority's varied manpower needs and candidates' differing career aspirations
- Work with various commands and divisions to understand their manpower requirements, and implement effective staffing strategies to meet these needs

### Programme Officer

Singapore Prison Service  
September-2003 - February-2005

- Assist OC Programme to plan, develop and evaluate Community Based Programme
- Oversee the Home Detention (HD) Scheme at Changi Women's Prison
- Conduct assessments on inmates to make recommendations on their suitability to service the remaining sentence on HD Scheme
- Present recommendations before appointed Advisory Committees
- Conduct briefing sessions to inmates and their families
- Maintain close liaison with related agencies for matters concerning enforcement, aftercare and job assistance

## Executive, Research and Planning

Singapore Prison Service  
August-2002 - August-2003

- Provide vital support for executive and policy decisions with critical analysis, formulation and implementation
  - Implement knowledge management initiatives within the Prison Service
- 

### Education

## Bachelor in Arts & Social Science

National University of Singapore  
2002

Major in Political Science & Sociology

## GCE 'A' Level

Serangoon Junior College  
1999

## GCE 'O' Level

Paya Lebar Methodist Girls' Secondary School  
1995

## Primary School Leaving Certificate

Paya Lebar Methodist Girls' Primary School  
1991

---

### Skills

- Leadership
- Staff Training & Development
- Strategic Planning
- New Business Development
- Networking
- Tender Proposal/ Submission /Presentation
- Event Management
- Microsoft Office

### Languages

**English**  
Advanced  
**Chinese/ Mandarin**  
Competent

### References

Ms Sarah Chew  
Executive Director

Kingsmen Exhibits Pte Ltd  
22 Changi Business Park Central 2  
Singapore 486032  
Email: [sarahchew@kingsmen-int.com](mailto:sarahchew@kingsmen-int.com)  
Contact: 9363 0318