

# TRAINER PROFILE: Law Yock Song

## Academic / Professional Qualifications

Yock Song graduated with a Masters in Public Administration and Management (Mandarin) (2016) from the Lee Kuan Yew School of Public Policy and a Bachelor of Business Management (2009), with a double major in Finance and Marketing from the Singapore Management University.

He obtained the Advanced Certificate in Learning and Performance in 2021, and held a Singapore Tourism Board Tourist Guide License since 2011.

## Professional Working Experience

- Over 14 years of experience in tourism, hospitality and technology verticals.
- Co-founder of Questeon, a creators' enabled, on-demand platform for city discovery, where users can interact with their surroundings, uncover stories, complete tasks and discover new places.
- Partner and Head of Partnerships & Business Development at Tribe - a travel boutique start-up specializing in creating in-depth, experiential tours of Singapore, and winner for Outstanding Tour Experience Award 2021, the most prestigious award by the Singapore Tourism Board.
- Prior to entering the private sector, worked at Singapore Tourism Board (STB), holding different positions and portfolios across his 10 years in the organization, including being based in STB Guangzhou for 2 years to manage Destination Marketing and Market Development in the Southern China region.

## Professional Training Experience

- Trainer for tourist guides in new topics (Eg. Sustainability, multi-role guiding) since 2019

## **Self – Introduction**

1. Tourism and hospitality professional since graduation (that's >14 years!)
2. Former Singapore Tourism Board | Partner at boutique and award winning tour company Tribe | Co-founder of quests platform Questeon | Co-founder of kids baking studio Little Cookhouse
3. Strong interests in technology & AI and dreaming of applications that can enhance users' life. Early adopter of Oculus.
4. Missing the Banh Mi of Ho Chi Minh City; Dim Sum of Guangzhou, having lived and worked there for 5 years.
5. Loves to read wuxia novels and aspires to be Ling Hu Chong, the happy-go-lucky protagonist in The Smiling, Proud Wanderer (笑傲江湖). Aspires to solve the world's problem
6. Friends call me the Strategist, Master-Planner, Octopus (aka multi-tasker), Network-multiplier (for all the business partnerships)
7. Effectively bilingual in Mandarin and English.
8. A strong believer in giving back to society by volunteering time with polytechnics to share about tourism sector, and enjoys showcasing the lesser-known side of Singapore to visitors as a licensed tourist guide.