

SPRG Singapore Strengthens Integrated Communications Capabilities with Four Senior Hires



*From left: Ivan Lim - Editor, Norlin Samat - Senior Account Director,
Jin Ooi - Business Director and Jian Yang - Business Director*

(Singapore, 11 July 2017) – **Strategic Public Relations Group** (“SPRG” or the “Group”) Singapore office is pleased to announce the addition of four senior hires to grow its footprint in the integrated communications industry. Industry veterans Jian Yang and Jin Ooi join as Business Directors, Norlin Samat as Senior Account Director and celebrated journalist Ivan Lim as Editor of SPRG Newsroom.

Jian Yang is a respected professional in the media and communications industry, named Media Person of the Year at the Singapore Media Awards 2015. He was the Head of Content and Ideation at OMD Singapore, and was a Global Strategy Director for the Transformers brand, responsible for handling its communications strategy across 47 countries. Having amassed more than 15 years of experience from tenures in public relations, creative and media agencies, Jian brings a wealth of knowledge in strategic integrated communications to SPRG.

Jin Ooi has more than 20 years of strategic communications experience. As the former Business Director at Dentsu Singapore, Jin was behind many successful integrated campaigns for both local and multinational clients. He played a key role in growing the agency's local business and has earned multiple awards. Known particularly for his strategic thinking, Jin is expected to provide much depth to the agency's already extensive offerings.

Both Jian and Jin will report directly to the General Manager of SPRG Singapore.

Norlin Samat started her career as a teacher, but soon found her true calling as strategist with a local branding agency. Consequently, her experience in corporate branding and communications spans a broad spectrum of industries including financial services, education, government and statutory bodies, etc. To further her professional development, Norlin moved on to head the Strategic Communications team under the Office of Corporate Relations at the National University of Singapore. Her expertise and branding and strategic communications background will greatly enhance SPRG's integrated communications approach.

Yet another notable addition is Ivan Lim, who decided to join the agency full-time after working for three months as a freelance editor. The veteran journalist has almost three decades of experience in media and journalism, having worked at leading publishing and media enterprises in Singapore such as Singapore Press Holdings (SPH) and MediaCorp Singapore, among others. Ivan's experience runs the full gamut of journalism, covering both editorial and production, and he was the Creative Director during the launch of the *TODAY* newspaper. He has also authored the biography of Singapore's most famous drag queen, Kumar, and was also a publicist for recording artistes Francisco Raquiza and Andayoma during the launch of their solo albums. As Editor of SPRG Newsroom, the office's content marketing arm, Mr Lim brings flair, creativity and a gold mine of editorial experience to the agency.

Edwin Yeo, General Manager of SPRG Singapore, remarked, "I am excited and honoured that four of the industry's most recognised talent have chosen to become part of our growing family. The communications and consultancy industry has undergone a paradigm shift, and this new leadership team has exactly the kind of diverse experience that can help our clients successfully navigate across the new world. These additions are a game changer for us, and underscore our resolve to enhance our in-house capabilities and to provide effective solutions for addressing constantly evolving needs."

About Strategic Public Relations Group

Strategic Public Relations Group is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 310 professionals working from 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in Asia.

SPRG clients include prominent members of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own network and affiliation with PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients access over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards SM <ul style="list-style-type: none">- Public Relations Agency of the Year in Asia Pacific (2014, 2015 & 2016)- Public Relations Agency of the Year in Asia (2013, 2014, 2015 & 2016)- Grand Stevie® Award (2013)
MARKETING	PR Awards <ul style="list-style-type: none">- Best of Show – Agency (2016) Agency of the Year <ul style="list-style-type: none">- Most Outstanding Client/Agency Partnership (2016)- Best Crisis Management Team (2014)- Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016)
campaign <small>Asia-Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none">- Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards <ul style="list-style-type: none">- Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none">- Asia Pacific Financial Consultancy of the Year (2011)- Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award <ul style="list-style-type: none">- Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none">- Investment in People (2009 & 2016)- SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 120 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**.

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia