

# Introducing Our Leadership & Advisory Board

## Group Visionary

**Forbes**

**Free to Roam**

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Puan Chan Cheong twice almost lost his fortune. Now he's minting money again, with a Malaysian software outfit.

It was 2000 and the dot-com boom was crashing—and so was Green Packet. Just 32 at the time, Puan Chan Cheong watched helplessly as his partners in the fledgling developer of mobile broadband software called it a day, one after the other. Even the chief executive quit. Puan planned to move on, but decided to stick with the Silicon Valley company for just a few more months, while his wife, the singer, moved in with him in Cupertino, California, to surfer the Net in search of hope. "I wanted to really understand this technology, to really look into the future," he says. "Did I have a future?"

He decided it did—and that the company's battle for survival would be one worth fighting. He took over as chief executive, cut the 30-person staff by half and moved the headquarters to much cheaper Kuala Lumpur in his native Malaysia. Oh, he also told investors there was no need to put more money into the company; he'd cover the funding himself.

Six years later Green Packet—now listed on Kuala Lumpur's Mainspring board for young, high-growth outfits—is the exchange's most profitable company and the largest in terms of market capitalization. It earned \$8.4 million last year, a 166% jump from 2004. Revenue totaled \$10.4 million, up 118% in a year.



Lessons from SEA Founders #2: CC Puan, Founder of Green Packet

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## Group Director



Jasmen Lau

## Group Visionary



A. Shukor



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## DARA President



Wallace Yu

## AT Advisor



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## AT President

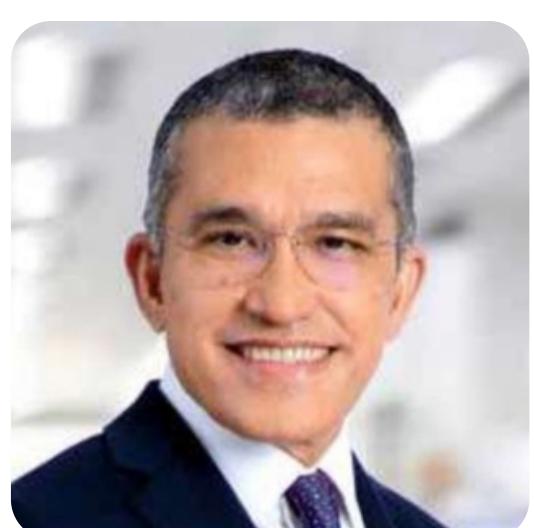


Joanne Loo

## DA Advisor



Eugene Goh



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## DA President



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## AID President

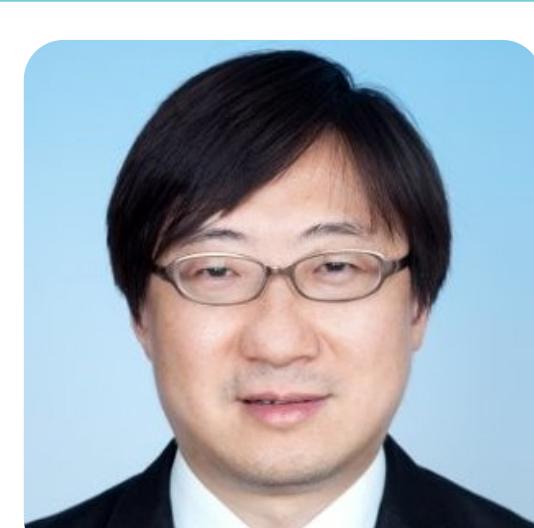


Risen Jayaseelan

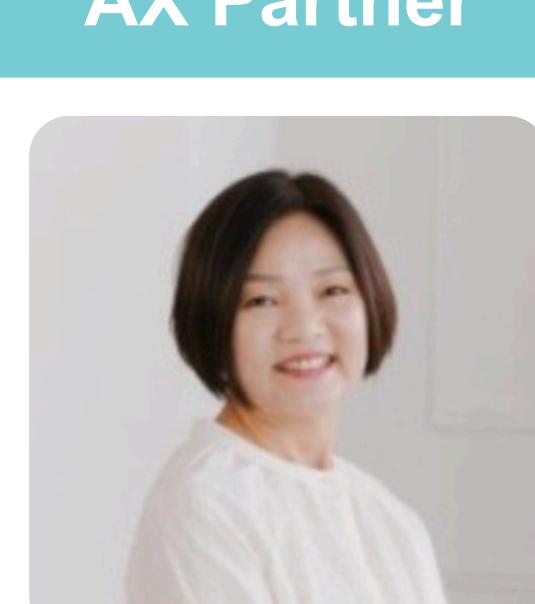
## AK President



Eric CL Poon



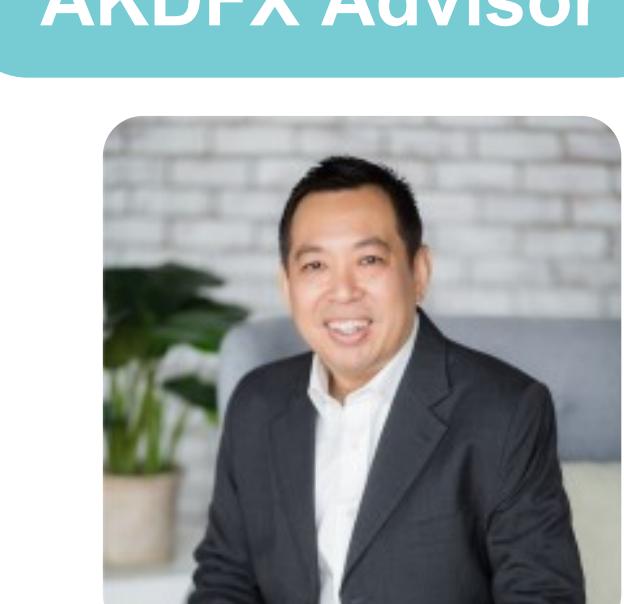
Ken Hu



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Tan Shu Hiong



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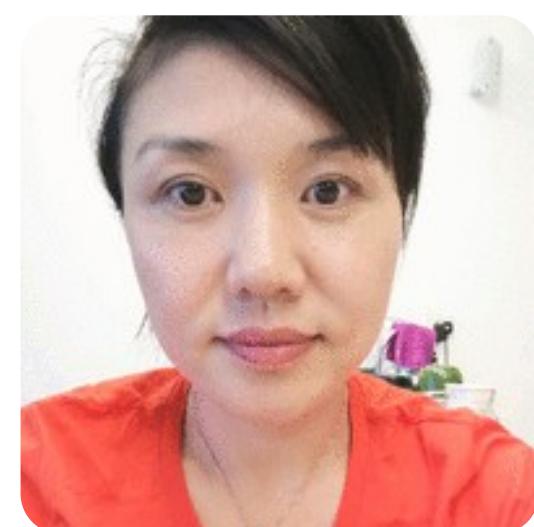
Andrew Tan

## Chief Tech Officer



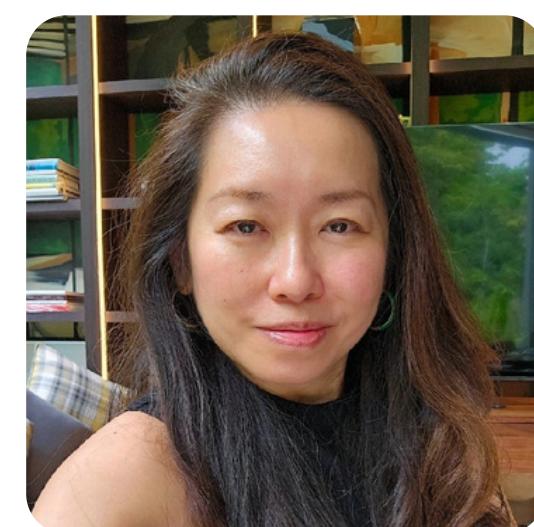
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