



Ms Khim Yin Poh

Global Lead Lifebuoy
Unilever

Khim Yin is a proud Singaporean, and her career spans over two decades. Today, Khim Yin is the global lead for Lifebuoy, which is the 4th most consumed brand in the world according to Kantar. Khim Yin's primary role is to craft purposeful, sustainable brand marketing strategies that perform and drive growth.

Within Unilever, she is known for being a fearless female leader, creating long-term strategies to improve the planet and communities. She has led the team on Telehealth, which saw the brand provide access to healthcare to millions, particularly in Asia. The brand's telehealth partnerships have helped democratise healthcare in the region and helped nearly 30million people during the height of the pandemic. Today her focus is on ensuring sustainability and behaviour change programs remain a priority for the brand.

Khim Yin is responsible for the award-winning campaign called ***H for Handwashing*** which helps educate audiences on the importance of handwashing and reached millions of educators and children in 2021.

She believes in the power of collaboration, nurturing Asian talent and purpose for business impact. Outside of work, she can be found working on a significant home renovation project whilst also helping her kids with homework.