



Ms Joanna Soh

Chief Operating Officer
Stewardship Asia Centre

Joanna is the Chief Operating Officer of Stewardship Asia Centre (SAC).

She joined SAC when the Centre started in 2014 and was initially responsible for establishing its outreach and engagement platforms and creating various partnership network across Asia-Pacific and beyond. As a member of a small founding team, Joanna helped uncover the value proposition of stewardship and establish a business case for organisations to understand their duty of care not only to their shareholders, but to the planet and society at large. She has also been the lead and chair for the Singapore Stewardship Principles for Responsible Investors (SSP), an industry initiative supported by Monetary Authority of Singapore and Singapore Exchange that helps shape positive corporate behaviour by encouraging investors to be responsible and active stewards of capital. The SSP has since published two versions of the Principles and are currently developing a Practice Guide for signatories with a group of investors.

As COO, Joanna is also now heading the corporate strategy and operational functions of the Centre. Her prior experience in business development has enabled her to set up revenue streams to support the needs of SAC which is growing in tandem with the urgency of getting leaders and businesses to activate with a stewardship mindset.

Joanna has extensive events research and management experience, having worked in this field for several years across a wide range of geographies and industries, namely family business, tech and tourism sectors. She was the Deputy Director of Conferences at Forbes Asia, developing strategic processes for organizing and managing the Forbes Global CEO Conference and other networking platforms around the region. She has also led large scale events and customer experiences for tech companies, driving projects from Singapore with global experts.

Prior to joining Stewardship Asia, Joanna was a Group Publisher for Tourism at TTG Asia Media where she was responsible for managing the advertising revenue, editorial and distribution for a portfolio of publications. She holds a BA in Media and Communications from RMIT and specialised in film history.