

FOR IMMEDIATE RELEASE

MIS Appoints New Executive Director

Singapore, 05 May, 2020 – The Marketing Institute of Singapore (MIS) has recently appointed Professor Branson Kwok as Executive Director on 25 April 2020. In his new role, he will work closely with the President and Council to develop and implement strategic plans for MIS and MIS Business School, in addition to supervising the administrative units. Bringing along his managerial and academic leadership experiences in both public and private education institutions in Singapore, Thailand, Indonesia and Canada, Professor Branson Kwok will, together with MIS leadership, strengthen the position of MIS as representative of the community of marketers here and abroad.

Mr. Roger Wang, President of the Marketing Institute of Singapore said: *“We are happy to welcome Professor Branson Kwok into the team as our new Executive Director. We are looking forward to working with Professor Branson to meet the growing demand for educational opportunities. More importantly, playing the leadership role in creating and bridging a community of marketers - to the largest fraternity of Sales and Marketing Professionals here and around the region - that is in line with MIS mission and vision. Together with the team, we will embark on a process to further enhance the learning and development of a framework that will benefit our MIS members and students.”*

Prior to joining MIS, Professor Branson Kwok was Associate Professor of Accounting (tenured) with NTU, Associate Professor (permanent) and Dean (interim) with UniSIM (now SUSS) and Visiting Professor with Chulalongkorn University, Thailand. His experiences also included senior management appointments in the private sector.

He was Vice-President (Academic) and Provost of Raffles University Iskandar, Group Director (Academic) of Informatics Education, Director (International Development) of SIM Global Education, Managing Director of SAA Global Education, Regional Head of Education (Emerging Markets) of ACCA (Association of Chartered Certified Accountants) and others.

Professionally, he is a Fellow Member of the Institute of Singapore Chartered Accountants and Fellow Member of CPA Australia. He was also an Associate Member of

Australian Institute of Management and Fellow Member of Taxation Institute of Australia. Professor Kwok graduated from the University of Western Australia and worked at Ernst & Whinney (Chartered Accountants) in Perth before he started a long academic career in Singapore with the National University of Singapore (NUS).

Issued by Marketing Institute of Singapore

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About the Marketing Institute of Singapore (MIS)

Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing. Over the years, MIS has nurtured more than 50,000 sales and marketing practitioners through its professional learning and development programmes and provided ample networking opportunities for thousands of members through its diverse series of events.

Membership Services

Connecting a Community of Marketers

MIS is the one place that connects you to the largest fraternity of sales & marketing professionals in Singapore. Through the regular, high-quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge. Whether you are looking to expand your network of like-minded peers, or keen to build your knowledge in the dynamic field of marketing, we have the connections to steer you and your organisation in the right direction.

Executive Development Services

Continuous Training, Learning & Development for Professionals and Corporations

MIS also plays a leading role in providing training, learning & development solutions to professionals and corporations in Singapore and around the region. A comprehensive range of Executive Development Programmes is offered that caters to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends, knowledge and skills. Its custom-designed training programmes also help organisations identify gaps in their workforce

competencies and optimise training ROI by tailoring a curriculum to its specific training needs & goals. Read more about MIS Executive Development [here](#).

Continuing Education Services

Providing A Nurturing Environment for Academic and Personal Excellence

A leading Private Education Institution (PEI) in Singapore and the region, with its wide range of programmes in different specialisations, MIS Business School offers students a quality and holistic education by imparting comprehensive knowledge in the different aspects of business. Driven by a strong vision of Creating and Connecting Marketers, the Institute believes in promoting marketing as a philosophy and developing students holistically within a robust academic framework. The qualifications awarded by MISBS are well-regarded and recognised, especially in the fields of Business Management, Sales and Marketing. Read more about MIS Continuing Education [here](#).

For more information, please visit www.mis.org.sg.

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