



Seamless Asia Presents

30 Asian Leaders Shaping the Future of Commerce

From retail to e-commerce to payments, this report takes a look at the executives who are making commerce seamless across the region

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Introduction

Asian commerce is an incredibly exciting space to be working in right now. From the millions of people going online for the first time each year via mobile devices, to the growth of the aspirational middle class, the pie is without doubt getting bigger.

At the same time there remain key challenges in place that all merchants, and the ecosystems around them, are fighting to overcome. From spiraling rent prices to critical delivery challenges, there is much work still to be done.

This is a market much in need of leaders, and here at Seamless Asia we spend much of our time identifying and bringing these pathfinders together.

In this report we take a look at 30 of our favourites, 30 individuals who are working to realise the potential of seamless commerce across the region. From retail leaders to e-commerce disruptors and payments professionals, this is our subjective list of those we see as key to the transformation of Asian commerce.

We hope that you find this useful, and we'd love to hear your feedback as to who would make your top 30 list.

A handwritten signature in black ink that reads "Oliver Arscott". The signature is stylized and cursive, with the first letters of each word being larger and more prominent.

Oliver Arscott

About Seamless Asia

As a business in today's omni-channel world, getting the seamless customer experience right is no longer a nice-to-achieve luxury. It is the expectation of your tech-savvy, connected, informed customer that you get this right every time.

Seamless Asia 2017, running 19th-20th April at Suntec Convention Centre in Singapore, is the key meeting place for this brave new world of commerce. It is a new event built on 20 years of experience – a seamless continuity from Asia's largest and longest running conference focused on cards and payments, to a dynamic summit and large scale exhibition bringing together the converging worlds of ecommerce, retail and payments.

Our expertise and key relationships sees us stage a headline event where pioneers and leaders in payments, ecommerce and retail exchange ideas, showcase products and develop partnerships in a creative collision of the best and brightest industry minds.

Combining our history with our passion for innovation, we are committed to bringing you the most exciting event in the market underpinned by ideas forums, product launches and genuine business connections that will inspire your business.

We recognize that your customers are changing. That your business is changing. And so, we are changing.

Welcome to *Seamless Asia*.

10 E-Commerce Leaders

In this first section we identify 10 e-commerce leaders who are disrupting the status quo and putting consumers first.



E-Commerce Leaders

1. Benjamin Bauer,
Global Chief
Marketing Officer,
foodpanda



One of Asia's most prominent e-commerce success stories, foodpanda started out in Singapore and now stretches around the world. Key to this incredible growth has been the strategies put in place by CMO Benjamin Bauer, Germany-based but very much an essential part of Asian e-commerce.

2. Satyam
Choudhary, Senior
Director, Supply
Chain, FlipKart



Flipkart has undergone an incredible journey from its launch in 2007 to its current position as one of three giants battling it out for e-commerce supremacy in India. Much of it rests upon the ability to get products quickly and safely across the world's second most populous country. Supply chain is at the heart of this, and Satyam's role is therefore a critical one.

E-Commerce Leaders

3. Alex Bono, Director, JD.ID



In recent months we've seen a great deal of press around the international expansion, through acquisitions and investments, of Alibaba. Quieter but perhaps even more exciting has been the direct launch of their greatest rival, JD.com, into Indonesia. The move is a smart one that taps into the incredible appetite that Southeast Asia's biggest country has for mobile-centric shopping. Veteran e-commerce leader Alex Bono is a key component in ensuring the launch is a success.

4. Viola Tan, Co- Founder, Love, Bonito



Love, Bonito has been a fascinating business to watch. From its humble beginnings as a blogstore through to its current position as a regionally recognised e-commerce rising star, the success has been a great example of how a laser focus on customer and product can win out. It's not just about having a big budget, and co-founder Viola Tan is a great person to learn this key lesson from.

E-Commerce Leaders

5. Karma Bhutia, Founder, iShippo



One of the great opportunities that e-commerce offers, especially in Asia, is connecting skilled artisans with consumers hungry for unique items. Karma Bhutia's iShippo is an excellent example of a platform that can connect the two together, making it easy for both the craftspeople and the customers to do business. We're not the only ones fascinated by iShippo, they were recently rated as one of the top 5 global e-commerce businesses to watch.

6. James Lamrock, VP, Operations, Pomelo Fashion



Fresh from its recent series A round of funding, Pomelo Fashion is on a growth spurt. With customers already present in 44 countries worldwide, their ability to deliver affordable Korean fast fashion to a global audience has rested on a number of key initiatives including vertical integration and automated supply chains. Experienced logistics & operations head James Lamrock is set to play a key part in this growth.

E-Commerce Leaders

7. Subir Lohani, CEO, Carmudi Indonesia



One of the most exciting trends in e-commerce is the rise of platforms that can help individuals make big ticket purchases. Secondly only to buying a home, a market which itself is being served well by the likes of 99.co, is buying a car. And in Asia the very best vehicle marketplace is Carmudi. Having scaled the business in the Philippines to becoming the #1 site in the market, Subir Lohani is now working his magic in Indonesia where it has already become the leading marketplace.

8. Napasagorn Vibulsrisajja, CMO, WearYouWant



The self-proclaimed "Biggest Online Shopping Mall" in Thailand, WearYouWant has been a fascinating example of how obsession over innovating on the mobile channel can drive success in smart-phone-centric emerging markets here in Asia. Napasagorn Vibulsrisajja, who honed her craft as growth marketer extraordinaire at Pomelo, is in the driving seat as WearYouWant continues to scale.

E-Commerce Leaders

9. Sandhya Devanathan, Country Director, Facebook



Facebook is a global force when it comes to enabling commerce worldwide. However, with a range of experiments underway, including testing social payments in Thailand, it seems as though we've only just seen the start of Facebook enabled commerce. It says a lot that Sandhya Devanathan, previously regional head for e-commerce, has recently been made Singapore's first country director.

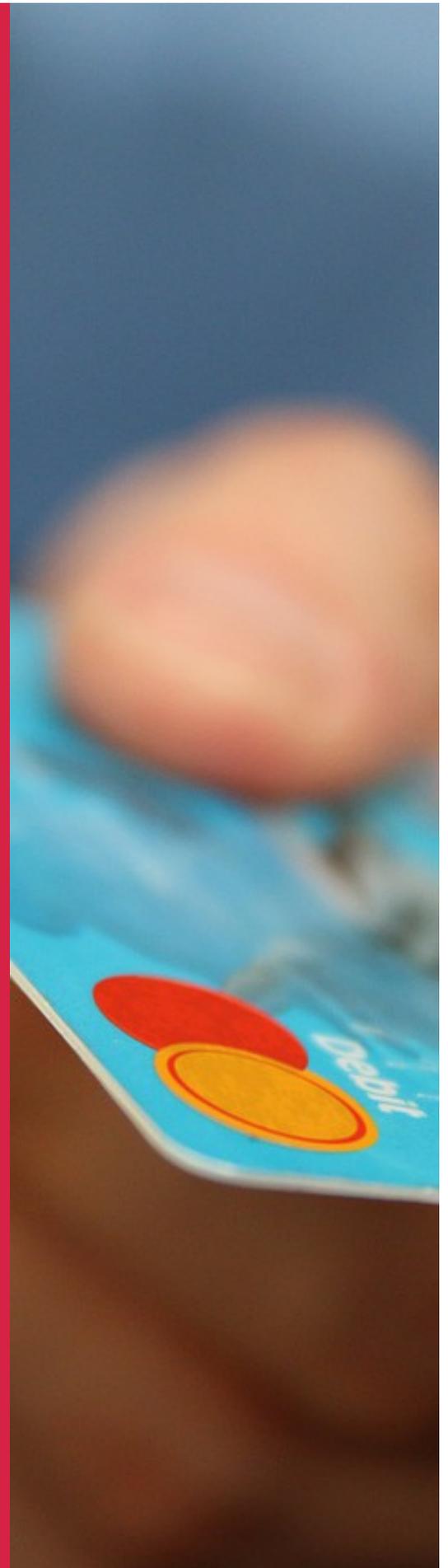
10. João Pedro Príncipe, Chief Operating Officer, Jualo



A rapidly expanding hub for second hand goods in Indonesia, Jualo are doing a fantastic job of mixing a relatively mature business model with a focus on leveraging functionalities such as an escrow service and geo search in order to set themselves apart. Having recently raised a series of funding, João and the team are on course to become key regional players.

10 Retail Leaders

In this section we identify 10 retail leaders who are overcoming key market challenges to remain relevant and prosper.



Retail Leaders

1. Pei Fen Loo, Chief Marketing Officer, Challenger Technologies



Since 1982 Challenger has been a mainstay of electronics retail in Singapore. Through its 50-odd stores Challenger dominates the space. At the same time, has proven its commitment to multi-channel by launching online. With the expectation that online will provide 50% of revenue in 5 years' time, Pei Fen Loo's role is now focused on providing seamless multi-channel experiences.

2. Ervin Yeo, Office of the President & CapitaStar, CapitaMalls



CapitaMalls is part of CapitaLand, one of the largest real estate developers in Asia with properties including ION Orchard, Bugis Junction and Raffles City. CapitaMalls also operates the CapitaStar loyalty programme, with over 2.6 million members. Ervin Yeo, AVP Office of the President & CapitaStar, is key to integrating this loyalty programme to the broader Smart Malls initiative.

Retail Leaders

3. Simon Topping, Head of Merchandising, Sephora Digital



Sephora Digital started life as Luxola in 2011. Though it had a rough start, it is today one of the few eTailers to survive the eTail gold rush that started 5 years ago. It was bought by LVMH in 2015, and rebranded to Sephora Digital, the eCommerce arm of cosmetics retail mainstay Sephora. Simon Topping is a key part of their success, with effective merchandising placed at the very heart of their strategy.

4. Anil Konidena, CEO, Inditex Portfolio, Royal Sporting House



Royal Sporting House began in 1977 as an independent store. Today, it is part of the Dubai-based conglomerate Al-Futtaim Group, which holds the license to retail Inditex's vastly profitable portfolio of brands, including Zara, Massimo Dutti and Pull & Bear. Anil Konidena, Chief Executive Officer of the portfolio, has a laser focus on how the company can increase offline sales at a time when online sales are growing very fast.

Retail Leaders

5. Benoit Lavaud, Group Digital Director, BLUEBELL



BLUEBELL is over 60 years old, having started life in the French Riviera as a purveyor of perfumes and other luxury goods in duty-free markets. Today it represents over 100 brands across Asia, including Calvin Klein, Jimmy Choo, Repetto, Loro Piana, Furla, Laduree and many more. Such legacy makes the role of digitization a fascinating one, and a task that is more than matched by the skills of Group Digital Director Benoit Lavaud.

6. Mei Lee, SVP, Digital, COMO Group



What is fascinating about technology in retail is that it can be much of an asset for retailers behind the scenes as for customer facing operations. Leading retailer Club 21 did exactly this, adopting RFID technology and a host of other solutions to enhance staff productivity and better deploy staff. Mei Lee, SVP Digital for parent company, COMO Group, has been at the heart of this end-to-end approach to technology.

Retail Leaders

7. Uma Talreja, Chief Digital Officer, Raymond



Driving digital strategy within a new retail business is hard work. Applying it within a company that is nearly 100 years old is a completely different challenge. On the one hand there is a need to scrap and replace often aging IT infrastructure and software, while at the same time it is essential to chart a path for future competitiveness through experimenting with the latest tech. This is the role of 1925-founded Raymond's CDO, Uma Talreja.

8. Karen Chan, Chief Digital Officer, Pizza Hut Asia



In the age of digital, retailers must fight harder and faster than ever for competitive advantage and customer loyalty. This requires a fundamental strategic shift in thinking supported by strong use of technology. Karen Chan, CDO at Pizza Hut Asia is a veteran of such a battlefield. In the ever competitive F&B industry, she has been a critical player in driving the role of digital strategy across multiple business units.

Retail Leaders

9. Wong Mei Wai, Business Director, Aspial Corporation



Pop Up retail has become a go-to marketing strategy for retailers looking to extend brand presence and introduce new products to specific market segments. The short-term retail market has exploded over the past few years, bridging the gap between e-commerce and brick-and-mortar. Wong Mei Wai has been critical to driving innovation at Aspial through a number of critical initiatives, including the use of pop up retail.

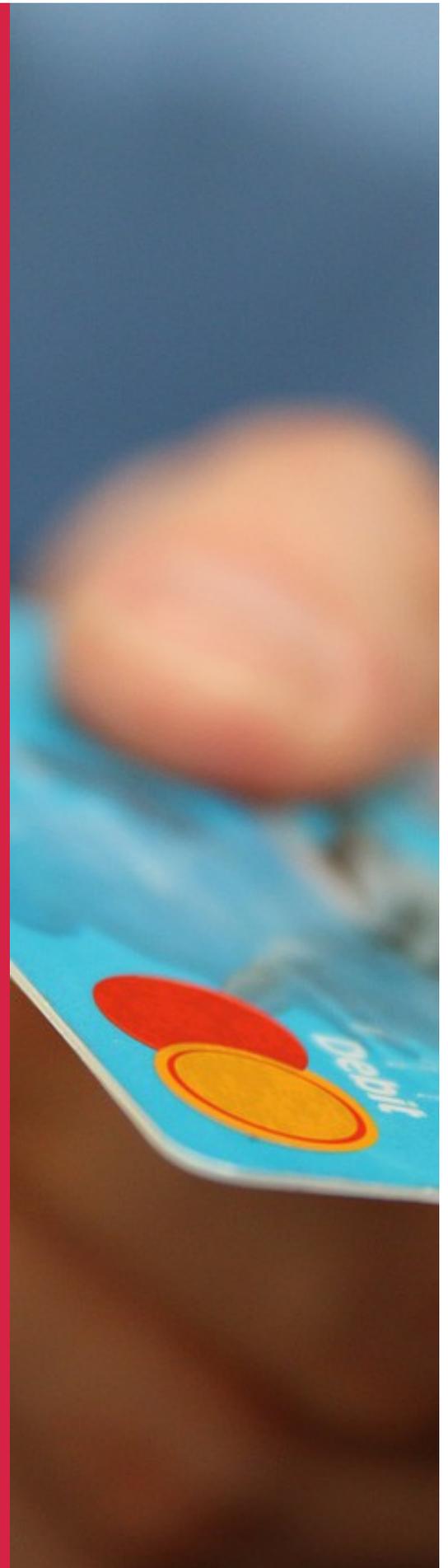
10. Bhavin Patel, Group Omnichannel Director, Kanmo Retail



Omnichannel shoppers are the next emerging reality. The brands who can best interpret omnichannel data and use it to understand all customers are the winners and, in the future of retail, the winner takes it all. At Kanmo Retail Bhavin Patel has been key to looking actively at establishing a bridge between the physical and digital to better serve the Indonesia retail market.

10 Payments Leaders

In this section we identify 10 payments leaders who are helping to create seamless transaction experiences for merchant and customer alike.



Payments Leaders

1. Shilpak Mahadkar, Head of Payments APAC, Netflix



It is a clear sign of the importance that merchants are increasingly putting on getting payments right that Netflix have hired the incredibly experienced Shilpak Mahadkar. Heading up their payment initiatives in the APAC region, Shilpak was previously a 10 year veteran of Visa's emerging markets digital team where he pioneered solutions for mobile money, remittances, remote payments and much more.

2. Moses Lo, CEO, Xendit



Enabling borderless commerce requires an equally borderless payments solution. Not only that, it also needs to be fundamentally user friendly and have speed at the heart of its functionality. Xendit is a P2P platform which does just that. Starting out in Indonesia, the application is helping to wean consumers off cash, which remains a huge challenge in the way of commerce in emerging markets. Moses Lo, the CEO, is one to watch as the race to market share heats up.

Payments Leaders

3. Namita Lal, Global Head, Mobile Money, Standard Chartered Bank



When it comes to digital transformation, transaction banking can often feel like the poor cousin to consumer banking. Nevertheless, it is clear that the banks who are able to reimagine B2B payments could be set to win big. For commerce to be truly seamless, merchants need fast, transparent and easy to use payment solutions, and this is the core focus of Namita Lal and her team at SC.

4. Rico Frans, Director for Banking & Technology, Bank Mandiri



Indonesia's Bank Mandiri has clear plans to challenge for regional supremacy. What is clear is that their strategy is built upon the clear importance of digital channels, from payment initiatives with the likes of Facebook, to enabling e-cash transfers through their LINE partnership. At the heart of this is Rico Frans, an experienced banker and the champion of all things digital at Mandiri.

Payments Leaders

5. Khanh Hwang, VP and Global Head, Mobile, HSBC



From augmenting their branches with digital technology to experimenting with blockchain for trade finance, there are few global banks as invested in digital transformation as HSBC. At the heart of this is mobile banking and payments, with solutions from biometric security to seamless mobile-based payments being developed under the watchful eye of Khanh Hwang, the Hong Kong based mobile product head.

6. Wing Yuen Loon, Data Science & Innovation Director, CIMB



Wing Yuen Loon has since 2009 been a critical part of the innovation team at CIMB, driving transformation initiatives ranging from video and Facebook-enabled banking through to CIMB's much vaunted mobile platform CIMB PAY. The fact that his focus has now switched to big data, machine learning and AI suggests that CIMB are doubling down on their digital strategy.

Payments Leaders

7. Edwin Bautista, President & COO, The Union Bank of Philippines



One of the biggest banks operating in the Philippines, Union Bank made their mark providing essential solutions to the SME market. This puts them in an excellent position to drive digital to this essential merchant segment, an initiative that is well underway under the guidance of Edwin Bautista. A big fintech proponent, Edwin is the ideal individual to be driving digital transformation in the bank.

8. Chris Tarr, Head of Samsung Pay, Southeast Asia, Samsung Pay



Just when it seemed like the mobile device wars couldn't get any hotter, Apple and Samsung moved into payments. This has marked a key turning point in the mass adoption of mobile wallets, and it now remains to be seen whether each company can turn their solution into a competitive advantage. For Samsung in Southeast Asia, Chris Tarr is their champion on the ground.

Payments Leaders

9. Ritesh Pai, President & Country Head, Digital Banking, YES Bank



A big effect of India's recent demonetisation initiative is the realisation that the country still relies on cash for up to 95% of all transactions. Whilst removing cash entirely from the economy is not practical, the conversation has led a number of innovative bankers to drive forward a digital-first agenda that is having a real impact on commerce in India. Ritesh Pai is a key champion in this space.

10. Matthew Joseph Martin, Founder & CEO, Blossom Finance



It is often tempting to take a one-size-fits-all approach to innovation. However, when you take a closer look it is clear that a nuanced approach can bear far better fruit. This is the case with the digital transformation of Islamic finance, in which tech like blockchain could prove even more valuable. Matthew Joseph Martin is doing a great job driving this discussion on behalf of this key market segment.

Have you booked your ticket to attend?

All of the key industry players mentioned
in this report are ready to speak at
Seamless Asia 2017, running at Suntec
Convention Centre in Singapore from
19th-20th April.

[BOOK YOUR TICKET TO ATTEND](#)

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