

Ed Chong Quek Kwong

MBA 1996

Director Strategic Planning and Development
Eastern Health Alliance

Armed with double Master in Business Administration (Marketing & Finance) and Science (Electronics Engineering) from the National University of Singapore, Ed Chong Quek Kwong has over 20 years of corporate experiences spanning across both public and private sectors covering a wide range of portfolios. He is currently Director of Strategic Planning and Development with Eastern Health Alliance (EHA), the regional health system for the people of eastern Singapore. The members of Eastern Health Alliance are Changi General Hospital, St. Andrew's Community Hospital, SingHealth Polyclinics, The Salvation Army Peacehaven Nursing Home and Health Promotion Board. Guided by the vision of "Toward Seamless Quality Care – Together", EHA members are focused on delivering – through their combined expertise – an integrated range of healthcare services, from early detection, disease prevention and treatment through to ongoing care, providing the right quality of care for each patient.

In his current role, he drives strategic planning, prioritises objectives as well as implements strategic initiatives for the regional health care system to meet the healthcare needs of the population of the East. Supported by a Strategic Planning and Development team, he elaborates with internal and external partners in the health and social sectors to develop strategic healthcare services to make patients' healthcare journey integrated and convenient, while supporting them and caregivers to manage their health well.

Previously, he was the General Manager, Strategic Planning, Roaming & Risk Management of M1 Limited, and had more than 10 years of experience developing and managing strategic plans, roaming business and risk management in telecommunication. Ed Chong is an expert with in-depth experience and has a proven track record in sales & marketing, proposition & service development, research and business development. A pioneer member of the management team of M1 Limited, Ed Chong was involved in driving and establishing the M1 brand in Singapore including being part of the leadership team that led strategic plan development from initiation through implementation and brought about M1's transformation from a mobile only operator to a full fixed mobile operator with services in mobile, broadband, TV and corporate data centre.

Ed Chong's other work experiences have seen him in Keppel Group, Venture Capital Investment & Defence Science Organisation.