

DR. RACHEL OOI (MCC-ICF, DBA. PsyD. DSc.)

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EXECUTIVE BIO

RACHEL is a multi-award-winning Impact leader, strategic advisor & steward coach, recognised as a 2025 Global Women of Influence Hall of Fame honouree. She thrives as **Enterprise Strategist**, guides enterprises and leaders from performative transition to transformative impact by championing ecosystem's systemic transformation with "Presence" to steward Regenerative Experience (RX) for continual growth and legacy.

As the founder of Antioch Streams, a former Fortune 500 C-suite Forbes' innovation leading global executives (with Accenture, GE, Dentsu, Ericsson, NXP, Deloitte) and #1 International Bestselling author, she bridges capital, consciousness, science, and systems. Her leadership (Certified Chair™) on global advisory councils and board - including the G100 (Humanity, Technology & Innovation), HCSA Community Services, Global Council for Responsible AI (GCRAI), and the Law Society of Singapore (ESG Workgroup)- manifest her distinct frontiers.

With nearly three decades of corporate experience, her growth frameworks and approach - validated by high impact peer-reviewed publications - deliver superior outcomes in Regenerative Leadership. She has turned around P&Ls for corporate expansions, strategic investments, implement cross-borders M&As & GTM ventures; and coached over 300 senior executives (including 100 CEOs and Teams). As an ICF Master Certified & Gallup Coach (affiliated with SMU, ExD) and Adjunct Associate Professor (NTU Nanyang Business School), she provides the counsel and tools for corporate expansion, and also to heal systems trauma, build resilience, and regenerate leadership growth that multiplies life and businesses.

Notable Awards & Recognitions (2025):

- * Global Publishing House: Global Women of Influence: Hall of Fame 2025
- * World Business Outlook: Leading Board Advisory & CEO Coach in Asia 2025
- * World Business Outlook: Leading Regenerative Ecosystem Ventures Asia 2025
- * BritishPedia: Successful People in Singapore & Malaysia (2025, E7)
- * Education View Recognition: Master Mind on Greening the Blue Ocean as CEO's Blueprint 2025
- * APAC Insider: Best Regenerative Ecosystem Ventures Partner Award 2025
- * EMPIRE: Honouring the Most Dynamic Women Leader 2025
- * EntrepreneurEcho: Most Inspiring Woman Leader Driving Sustainable Growth in the Digital Age 2025
- * APAC Insider's Singapore Business Awards 2025: Leading Trailblazers in Regenerative Innovation & Strategic Integration Excellence.

EXECUTIVE TRACK RECORDS:

ANTIOCH STREAMS	Founder, Strategic Advisor & Ventures Partner (based Singapore)
DENTSU	EVP Alliances & APAC Chief Growth Officer (based Singapore)
ACCENTURE	MD (Growth Market Partner): Industry X, Energy Transition & Sustainability (based Singapore)
GE DIGITAL	GM & Sr Director, Ecosystem & Sales, ASEAN/APAC (based Singapore)
NXP Semiconductor	Global Director, Strategic Reporting & Advanced Analytics (based Singapore)
SYNGENTA AG	Global Head of Strategy & Business Development (based Singapore)
ERICSSON AB	Regional APMEA Head, Convergent Digital Media (based Melbourne/Stockholm)
WPP GROUP	CMO & EVP; Managing Partner, Greater China (based HK/Beijing)

SOCIETAL CONTRIBUTIONS:

<i>Forbes Global Council</i>	<i>Former Global Agency Council (since 2021)</i>
<i>Global Responsible AI Council</i>	<i>Global Ambassador & Board VP (Singapore-ASIA, since 2025)</i>
<i>The Law Society of Singapore</i>	<i>ESG Council, Working Committee (since 2023)</i>
<i>HCSA Community Services</i>	<i>Board VP & Chair for Nominations & People-Culture-Organisation (since 2023)</i>
<i>SMU-Emeritus CEO Programme</i>	<i>CEO Programme Lead & CEO Success, ExD Master Coach (since 2022)</i>
<i>NBS NTU E/MBAs Programme</i>	<i>Adj Assoc Professor: Nanyang MBAs Capstone Lecturer & SPAN Mentor (since 2020)</i>
<i>G100: Mission Millions</i>	<i>Global Advisory Council: Humanity, Technology, Innovation (since 2024)</i>

ANTIOCH STREAMS <https://antiochstreams.com>
Founder, Strategic Advisor & Ventures Partner

Mar 23 – Present
Singapore

Rachel founded both Antioch Streams and Mangrove Mutuals (an Antioch Streams' investment). And exited her early founded ESG-MD Ventures Feb 2024. Antioch Streams is committed to embrace human ingenuity in Digital Genesis to empower Public-Private-Academia Partnerships to flourish in a People-centric, digital-first, cloud-scaled, and AI-enabled circular economy. We believe in the extraordinary potential of inter-generations wisdom of this era, with the highest level of intelligence (including flexing neuroplasticity) for Energy Transition and Regenerative Innovation. We are dedicated to partner as Stewards of "RX™ - Regenerative Experience".

We are here to guide for a transformative leaderships journey to thrive "as-a-system" in this new paradigm. We are dedicated to partner for success as Stewards of "RX™ - Regenerative Experience". We care about RX™ on: Inter-generational Community Health/Well-being; Food & Water Security/Safety; Clean Energy, Connectivity & Mobility. Our offering:

1. Board Performance Advisory: Regenerative Growth, M&A, Digital-AI, ESG
2. Regenerative Leadership Programme (RLP™): Strategy-Cultural-Mindset Shift, Purpose-Driven Organisational ie. PDO-Design & Systemic-Leadership Transformation
3. Enterprising Family Offices: Regenerative Wealth Success Planning & Regenerative Impact Ventures Building

Essentially, Antioch Streams is pioneering a Regenerative Accelerators Marketplace in Asia, offering regenerative innovation Founders as DAO Partners (decentralised autonomous organisations) with access to GTM mentorship, legal counsels, founding team talents, funding options & exit strategies. This collaborative synergy on RegenerativeX™ ecosystem actualise systemic impact measures & scale growth for 3Ps-ROI.

Concurrently, Rachel has been continuing above mentioned Impact board & non-executive roles as part of Antioch Streams ecosystem collaboration initiatives. *To note: Rachel first Co-founded ESG-MD Ventures and had exited in Feb24. She consolidated her strategic Founder focus on Antioch Streams. Rachel is open to remain a founder and board member, being a non-executive.*

DENTSU INTERNATIONAL
Chief Growth Officer & EVP Alliance, Merkle APAC

Jan 21 – Feb 23
Singapore

Responsible for and incentivised on overall APAC business top-line performance on end-to-end marketing and sales portfolio revenues. Accountable for overall APAC Growth performance, GTM (including Corporate Strategy & Strategic Marketing), Enterprise Sales, Clients Management, Sales Operations, Pre-sales/solutioning and Ecosystem Strategic Alliances. A global Sustainability, DEI & mental-wellness executive sponsor. Counties CMOs, Sales, Account and Alliances VPs reporting into APAC CGO.

1. Shape innovative growth landscape and deliver CX transformational strategy with #MarTech (CX transformation = digital transformation + data transformation), to enable clients to realising their unprecedented business growth with digital-first approach (with data, tech and platforms) for E2E superior customer experience and customer journey.
2. Establish a double-digit business growth YoY ~USD180M (direct on dentsu and Merkle APAC in-market footprint and via strategic alliances penetration), leading ~300 people in growth teams. Direct reports: 10 CGOs in countries, 3 APAC Regional VPs
3. Drive and integrate 10 acquisitions; consolidate growth capabilities to scale growth operations deeper with clients across One Dentsu One Merkle in APAC as competitive edge on CX market.
4. As Dentsu APAC thought leader and PR face with Forbes, The Economist Corporate Network, The Economist Impact, Venture Capitalists & Start-up alliances, and Research Institutions & University ecosystems, to drive rapid collaborations for innovations.
5. Ground high-performing and collaborative leadership team culture with "sound minds" on taking territories with hyper-growth & pivotal mindset. Kick-started Executive Mentoring, Coaching and Systemic Team Coaching community to drive culture change towards Dentsu's vision of B2B2S (Business-to-Business-to-Society), and ways-of-working / collaborations.

ACCENTURE
Managing Director (Resources Group Partner): Industry X, Energy Transition & Sustainability

July 19 – Dec 20
Singapore

Pioneer & champion Industry X practice set-up in ASEAN and Growth Market Ecosystem establishment, to scale practice across verticals and growth regions (global markets outside US & Europe). Achieved 1st year ASEAN revenue of USD84M as a practice starting with 40 people. Then, a P&L growth of USD180M in the 2nd year with ~200 people. Direct report: 7 Director Principals

Also, a Regional advocate & champion for Sustainability (Energy Transition, Carbon-offsets and ESG strategic initiatives).

Featured MD Story of the Year in Accenture: <https://www.accenture.com/sg-en/blogs/blogs-careers/my-life-at-accenture>

- Start-up, and grow Industry X practice (including Sustainability) x3 growth both organic and inorganic. #1 Strategy & Consulting firm addressing Industry 4.0 / Digital Industrial Transformation market needs with agile and product development GTM frameworks.
- Establish Industry X proposition with strong market credentials as leading thought leader with scaled market presence, POV white-papers and industry award winning articles
- Pioneer and lead Ecosystem partnerships for Industry X offerings GTMs for best clients' business outcome
- Collaborate with Account Leads, Practice Leads, Functional Leads with the best as One Accenture to lead client's engagements
- Coach multiple business development executives and practice leads regions for Deal Wins, client engagement value propositions, competitive proposals development and solutioning GTM (Go-to-market, including responding to RFIs and RFPs)
- Triple hatting as Strategy & Consulting MD, and Account Leads on new accounts, lead client engagements on Accenture's portfolio of services E2E, and orchestrate right teams and talents to address clients' needs
- Lead large transformation program as Sponsor in steering committees, Delivery Lead, Quality Assurance Director and Subject Matter Experts – deliver & ensuring quality client advisory services (including projects profitability)
- Drive & Lead Innovation Solutions with Ecosystem partners as Integrated Demos & show cases in Accenture Innovation Hub: <https://www.accenture.com/us-en/services/industry-x-0/innovation-network>

GENERAL ELECTRIC (GE DIGITAL)

Oct 16 – June 19

General Manager & Senior Director, Ecosystem and Sales (APAC/ASEAN)

Singapore

As Regional Digital Commercial Leader, lead Industrial 4.0 Internet-of-Things market evolution in ASEAN. As Digital Transformation & AI Lead in GE Digital and Enterprise strategist for customer/partner, drive market penetration and digital revenue growth for GE's BUs (GED, GE O&G, GE Power/Grid/Renewable Energy, GE Healthcare, GE Aviation, GE Transportation) – USD270M Revenue. Director report: 5 regional leads (product solutioning, sales & pre-sales, ecosystem alliances, distributors management, strategic marketing).

As Digital Lead & Thought Leader, pioneered Digital Healthcare, Digital Manufacturing/Automotive, Smart Cities, Smart Agri

- With agile and product development GTM frameworks, monetise GE Digital Industrial solutions and services: Automation/SCADA/HMI (human-machine-interface), Historian, MES (Manufacture Execution System), MDC (Manufacturing Data Cloud), Operational Hub, APM (Assets Performance Management), OPM (Operation Process Management), Predix Platform, Digital Twin & AI (Artificial Intelligence), Digital Transformation Advisory, Fastwork (Agile cultural transformation), Mobile Field Services, etc.
- 2018-2019's focus: As Senior Director, Lead ASEAN/APAC Ecosystem strategic alliances, product /services portfolios monetisation (including Artificial Intelligence). Accountable for APAC ecosystem alliance & partner sales P&L across verticals
 - ✓ As digital industrial market thought leader, pioneer ecosystem orchestration and establishment with key Government agencies, research institutions/universities, start-up communities, VCs/corporate VCs and key OT/IIOT services providers.
 - ✓ Lead and establish GE Digital ASEAN / APAC market value proposition establishment and products/solutioning awareness
 - ✓ Identify, recruit, inspire, enable and manage key multiplying partners across Digital Industrial Value-chain in the ecosystem to scale market penetration on IIOT and Industry 4.0 end-customer adoption;
 - ✓ Accountable on Sales management, GTM strategy (i.e. sell with, sell through, sell by partners), Channels development / management. Set alliance ecosystem governance and maintain balance for healthy competition to ensure win-win for across various partners and roles for best rewards;
 - ✓ Collaborated with global product teams, marketing teams and solutioning teams, to facilitate enablement programs for partners. Coach and enable key partners on key EVP C-Suit customer engagement GTM on Digital Transformation + volume sales at plant operational levels in OT (Operations Technology) environment leveraging OT SI partners-network;
 - ✓ Spearhead Digital Industrial App economy GTM with Predix's platform or key partner's platform propositions - **Smart sustainable City, Smart Healthcare, Smart-Farm-to-Folk (Agri-FMCG), Smart Factory, Smart Port, Smart Supply-Chain/Block-chain, Smart Energy Network (Power-Renewable-Grid).**

NXP SEMICONDUCTOR

Feb14 - Mar16

Global Director, Strategic Reporting & Advanced Analytics

Singapore

Strategist and revenue growth driver for the Global Sales & Marketing leadership team in a highly matrix BU-regions environment. Collaborated, aligned, automated, integrated and digitized all key sales and marketing insights and intelligence (data) across BUs/regions/functions for One view on business performance targets against actual numbers, to empower clarity and drive growth performance week-on-week. Direct reports: 5 global deputy directors / senior managers / senior data scientists

- Established revenue growth focus and discipline, resulting in business growth of 2X outperforming the market (2014 of 5B to 2016 Q1 with 10B) and led to an M&A directive where NXP topped Internet-of-Things globally. NXP's shares moved from USD35 to USD109 on record high.

- ✓ Chaired Strategic PMO for global leadership team, providing direction & guidance on setting sales targets / rewards & incentives, NPIs Portfolio for GTM, customer insights, sales reporting to derive sales strategy including cross-selling/upselling in account portfolios), and revenue gaps closure.
 - ✓ Set-up a globalised CoE (center-of-excellence) focused on financial discipline and aligning growth targets, managing & supporting sales including financial planning, forecasting, strategic reporting, self-served advanced business analytics, predictive analytics and PMO Governance.
 - ✓ In-charge of Data Science Team and drove predictive analytics best practices via orchestrating market demand-supply chain S&OP planning for optimized fulfilment (assets maximisation), and met business growth ambition and customer satisfaction.
- Pioneered SMARTs thought leadership and innovation with key accounts in regions for new IoT portfolio new design-wins collaborations to drive partnership growth and business unit's NPI roadmap GTM for new revenue streams in contexts of Smart Nation, Smart Auto, Smart Home, Smart Energy, Smart Banking, Smart Healthcare.

SYNGENTA AG	2012 - 2013
Global Head of Strategy & Business Development (Integrated Services)	Singapore

Global business unit driver and business transformation lead, responsible for corporate strategy, business development, growth plan, M&A initiatives deploy POCs and ran/drove Strategic PMO. Defined Public-Private-Partnerships models and set-up best practices for regions to accelerate growth, market reach and superior grower experience with Smart Agriculture value-propositions (i.e. Smart Farming, Agri-Tech, PPP Digitisation GTM Models).

- Global Purpose Award Winner 2012 and APAC Innovation Award Winner 2012. Set-up and spearheaded global think-tank and strategic insights CoE (centre-of-excellence) for innovative and impactful contributions.
- Led collaborations across functions and teams globally and delivered 1-5 years strategic growth plan. Secured C-level approval on a USD7b growth plan, with R&D support and region's commitment to account for success.
- Set-up and chaired global leadership team via PMO to provide guidance, manage strategic initiatives performance and run business performance reviews.
- Led thought leadership, model business transformation initiatives and new ways of working such as integrated crop offerings, e-GTM and public-private-partnerships (micro-financing and micro-insurance) in the food value-chain, to address global food security sustainability concerns.

ERICSSON AB	2007 - 2011
Regional Head, Convergent Digital Media (APMEA)	Melbourne, Stockholm, Singapore

Start-up with P&L business operations accountability, responsible for building market brand leadership in Asia Pacific Middle-East African region. Key accountabilities include GTM strategy & strategic marketing, enterprise sales management, channels management and ecosystem's strategic alliances, pre-sales and delivery. Recruit A-team champions in regions to drive and scale customer uptake. Convergent Digital Media Solution areas include mobile advertising, mobile money, mobile TV and IPTV.

- Spearheaded the world's 1st Hosted cloud SaaS Mobile Ad with revenue-share business model with Ericsson as #1 player in this space/region out-performed competitors by market share and accounts penetration.
- Champion Network Society thought leadership for Ericsson in multiple events and forums and won Global Brand Leadership Award in 2011 (1 of 10 globally); Elected board members & key panel speakers in forums - MMA APAC, China MarCom Association, GSMA, AdTech.

WPP OGILVY GROUP	2004 - 2006
CMO & EVP; Managing Partner (Greater China)	Hong Kong, Beijing

Start-up and headed strategic marketing consulting services focused on building capabilities in 360 Strategic Marketing Brand Leadership Strategy, B2B Demand Generation & Analytics, B2C CRM Marketing Campaigns, (including Loyalty programs & Mobile Marketing campaigns), Data Analytics and Hosted Interactive Services. Through strategic engagements with Group's key clients, led up-selling and cross-selling of Ogilvy Group portfolios, drove account stickiness & incremental revenues across WPP

- Achieved USD120m p.a. new revenue stream success for Consulting. Contributed to 20% to 30% indirect account revenue growth and loyalty to adjacent business groups.
- Grew consulting group from 3-men band, to more than 68 talents with 105% billability (7 direct reports with 4 Senior Director + 3 Senior Consultant level), leading 4 key practices across consulting group.

DELOITTE	2000 - 2004
Senior Manager, Strategy & Analytics (APA & Greater China)	Singapore, Hong Kong, Beijing

Pioneered Corporate Strategy, M&A; CRM & Analytics consulting practices. Responsible to develop and establish methodologies, frameworks, approaches and thought leaderships as best practices for business development and client engagements. Mentor

senior consultants, consultants and business analysts on program/projects and for client's knowledge transfers. Led client engagements, program management and steering committee meetings to ensure timely and quality deliverables.

- Achieved above 100% billability, contributed to practice revenue success of above 50M and regions expansion to Greater China region. Career growth from Consultant, to Senior Consultant, Manager, and Senior Manager (on Partner fast track)
- Pioneered major thought leadership contributions across Telcos, Banking, Auto and ICT industries on 3G Strategy & CRM Analytics. Hands-on mentor guiding data scientists on building predictive models on SAS with neural network, decision tree, basket analysis with established and validated hypotheses.

Singapore Telecom **1996 - 2000** **CRM, Loyalty & Analytics Manager (APAC)** **Singapore**

As chosen Team Lead, pioneered and set-up teams with relevant capabilities and supporting systems environment and target operating model to help maintain Singapore Telecom as the APAC leading mobile brand and operator over market deregulations, liberalisation and unbundling of services across voice, data and value-added services, migrating from analogue telco infrastructure and systems, to digital. Responsible to drive Digital Transformation within SingTel Group and customer engagements:

- Spearhead customer migration with proactive engagements systems set-up for: Customer Retention Campaigns, Loyalty Programs, CRM Operations & Analytics, One Integrated Billing, Datawarehouse & Datamart, Business Intelligence and Data-mining. Increased ARPU by 200-300% and Extend Customer Lifecycle X2
- Develop new Customer segmentation, branding, GTM bundling methodologies, frameworks, and CRM implementation plans best practices, covering SingTel brands across APAC (SingTel Mobile, AIS, Telkomsel, Globe, Bharti, Optus).

SCHOLAR TRACK RECORD

Global Publications & Keynote Speakers

✓ **International Peer-Review Journals:**

<https://cdn.fortunejournals.com/articles/from-neurons-to-organisations-awakening-regenerative.pdf>

<https://www.ielsciences.com/articles/jbres2081.pdf>

<https://www.opastpublishers.com/peer-review/building-aseans-regenerative-economy-through-strategic-capital-and-innovation-ecosystems-8701.html>

<https://www.opastpublishers.com/open-access-articles/the-regenerative-wealth-economy-from-esg-to-eeom-in-transforming-capitalism-via-multicapital-reinvestment-ai-governance.pdf>

<https://www.opastpublishers.com/open-access-articles/from-neurons-to-nations-regenerative-leadership-and-integrated-consciousness-for-systemic-shifts-in-the-anthropocene.pdf>

<https://www.opastpublishers.com/open-access-articles/greening-the-blue-ocean-leading-systemic-transformation-with-regenerative-intelligence.pdf>

https://scholar.qooqle.com/citations?view_op=view_citation&hl=en&user=Pd5LOSIAAAA&citation_for_view=Pd5LOSIAAAA:W7OEmFMv1HYC

- ✓ **Keynote on Greening the Blue Ocean in 2024 Global South Summit:** <https://www.youtube.com/watch?v=EtzQ9aXB65Q>

- ✓ **International Bestseller on Amazon (Published 2022); #1 in Australia, UK, US; #2 in France & India**

#unshaken: Unleash Your Superpowers to Thrive Purposefully in Digital Genesis.

<https://www.amazon.sg/unshaken-Unleash-Superpowers-Purposefully-Digital/dp/981183752X>

- ✓ **#AWAKEN: Greening the Blue Ocean** <https://readabook.store/products/9789819442706>

- ✓ **Library of Global Forbes Council Articles:** <https://www.forbes.com/sites/forbesagencycouncil/people/rachelooi/>

Credentials and Certifications:

2025 ThD: Doctorate of Theology (EMIBU International Bible University, LA California)

2025 DBA by-Publication (EIMT: European Institution of Management & Technology; EIMT)

2025 PsyD: Applied Doctorate in Psychology (EBU: East Bridge University, Paris-France)

2025 ICF-MCC (Master Coach Certification)

2024 DSc: Doctorate in Science (Neuroplasticity, AI, Regenerative Leadership; EIMT European Institution of Management & Technology)

2024 Certified Strengths Coach & Trainer (Gallup)

2024 CEO Programme Certification Lead & Coach (SMU, Singapore Management University)

2023 Certified Chair, Advisory Board Centre

2023 Embodied Transformation (Coach Rising)

2023 ICF PCC (Professional Certified Coach) & PCC Marker Assessor

2022 Neuroscience of Change (Coach Rising)

2022 Cambridge Sustainability Leadership Certification (Fellow)

2022 Executive & Systemic Team Coaching Certification (AoEC);

2021 ProCoach of WBECs (World Business Executive Coach Society)

2020 Certified Life Coach & NLP Practitioner (Wild Success)

2019 GE Crotonville Executive Transformation Leadership & CEO Summit

2013 INSEAD Executive Accelerator Fellow Program (Sponsored by Syngenta AG);

2002 Deloitte's Certified Digital Transformation Coach

1999 EMBA University of South Australia; Academic Excellence Award 1999;

1996 Bachelor of Business (Accounting & Marketing), Monash University