



Digital Innovation

In the age of R2D2, Kit & Hal

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CEO, PropertyGuru Group

MBA '05D



My context



About Me

- Two decades in the tech industry: USA & APAC
- Dozen years in consumer internet: Portals, Ecommerce, Social, Marketplaces
- Digitized music, communications, travel, recruitment, real estate
- Founded APAC presence for LinkedIn, led scale up to 1000+ over 7 yrs
- Married to an INSEADER, proud dad of two beautiful kids

CEO, PropertyGuru Group

- Market leading property marketplace in 5 markets in South East Asia
- Backed by TPG, EMTEK & Paul Bassat of SquarePeg
- 10 years old - the original cohort of Singaporean startups!



Digital innovation



The biggest disruption: **consumer expectation**

- Solve *real* problems with cool tech
 - Drone videos, AR-based measurement
- 3 step formula:
 - People: Talent economy
 - Purpose: More important than compensation!
 - Passion: It changes the world
- Cautionary tales:
 - Management mind-set as an inhibitor
 - LinkedIn in ANZ Bank
 - Impact on real people & their livelihood
 - PropertyGuru and property agents
 - Unintended consequences
 - Relevancy echo-chamber & democracy!

Thanks!



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