



2Significance
Equipping & Envisioning Leaders



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Priscilla Lee
Consultant

Priscilla Lee:

Priscilla is a consummate advertising and marketing professional with over 20 years experience in Asia and USA. She had spent many years in senior management positions, in leading full-service communication agencies such as Ogilvy & Mather and EURO RSCG; where she was responsible for new business acquisition, training, recruitment of client service personnel and driving brand strategies for global financial, FMCG and consumer brands such as American Express, BMW, Philips Consumer Electronics, Mattel Toys and Unilever. During this time, she had also mentored and advised advertising agencies start-ups and their young enterprising leaders.

In the 90's she further consolidated her marketing and brand management skills at one of the leading international banks, HSBC. Leading a team of 40, she was then responsible for brand and product development, in addition to sales and marketing for the bank's retail business.

Prior to her relocation to Australia, she was recruited by Singapore's largest corporation, SingTel, and was appointed Executive Director of a multi-million smart card business unit with the mandate to introduce an innovative, dynamic smart card business which offered loyalty applications, sales promotion and multi-faceted cashless payment platform for customers in Singapore.

Priscilla moved to Melbourne with her family in 2002, and they now call Australia home. In the last 6 years, she has since been involved with marketing consultancy work with Australia Post, Qantas Club, Diners Club (NZ), and Retail Decisions – owner/operator of Australia's leading fuel charge cards Motorpass and Motorcharge for SMEs.

Priscilla holds a BA with majors in Social Work, Psychology, and Sociology and has postgraduate diplomas in marketing management. She likes to see herself being more involved with business leaders, helping them to align their skills with their personal and business goals. Priscilla brings with her a wealth of business and marketing experience and she is eager to share her regional, particularly Asian perspective.

Priscilla lives in Melbourne with her husband Yin-Fui and their two sons. She enjoys theatre, nature walks and shopping!