

## Introduction

# Group Chief Operating Officer

Jason Cheah Seng Cheong

Jason Cheah is an internationally experienced and accomplished people manager with vast experience and a strong background in manufacturing and contract logistics operation. He has a great passion in building and leading a group of high-performance teams, defining clear vision and strategy to meet the company's objectives. Jason is also known for the ability to implement innovation strategies that change the approach of addressing operational issues through software and hardware integrated solutions as well as people management. He is dedicated to build an innovation culture sustained by simple functional ideas.

"I am very passionate for continuous improvement, and always believe in Kaizen and Lean ways of doing things. I like to share the right knowledge to the team on getting things done in a better way. This aligns with my personal tag line of *Change is imminent, Improvement is permanent,*" quotes Jason.

