

## UOB refreshes its management team, charting its next stage of growth enabled by technology and innovation

*Ms Susan Hwee will take over as Head of Group Retail while Mr Lawrence Goh is appointed as  
the new Head of Group Technology and Operations;*

*Mr Eddie Khoo to be Senior Advisor to UOB Vietnam upon retirement*



*Ms Susan Hwee (left) will assume the role of Head of Group Retail from Mr Eddie Khoo (right) who will move on to be the Senior Advisor to UOB Vietnam. Mr Lawrence Goh (middle) will be the newly-appointed Head of Group Technology and Operations, taking over from Ms Hwee.*

**Singapore, 24 July 2024** – UOB announced today that Ms Susan Hwee will succeed Mr Eddie Khoo as the Head of Group Retail, effective 1 September 2024. Mr Eddie Khoo will assume the role of Senior Advisor to UOB Vietnam. Mr Lawrence Goh will be appointed the new Head of Group Technology and Operations (GTO), taking over from Ms Hwee.

Ms Susan Hwee is a banking industry veteran with an extensive track record and more than 35 years of experience in technology and banking. She joined UOB in 2001 and in her current role as the Head of GTO, Ms Hwee spearheads initiatives to transform the Group's digital and data architecture, and sets the global strategy and standards for technology, operations and information security for the Bank, including unifying the Group's technology platform across its subsidiaries. She also championed the systems and operational integration of the Bank's various acquisitions across ASEAN, the latest being integrating the Citigroup's Consumer Banking businesses into UOB across the four countries in ASEAN. Ms Hwee is instrumental in the development and innovation of the Bank's digital platform, UOB TMRW, which leverages



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technologies such as artificial intelligence and machine learning to drive digital acquisition and customer engagement for the Retail bank.

In her new role as the Head of Group Retail, Ms Hwee will drive efforts to strengthen the Bank's consumer banking franchise across the region through continual enhancement of UOB's digital capabilities, expand product offerings and solutions, deepen customer engagements and relationships, and connect customers to opportunities across ASEAN. In particular, her deep expertise in technology and operations will accelerate the Bank's efforts to embed artificial intelligence, drive digital acquisition, and uplift service level and customer engagements across the Bank's enlarged customer base.

Mr Lawrence Goh will be appointed as the Head of GTO, from 1 September 2024, taking over the role from Ms Hwee. He started his career at a global advisory firm and held various regional leadership positions in strategy and transformation, infrastructure consulting and security. Mr Goh has more than 30 years of IT experience across both corporate and consultancy roles.

As the current Chief Operating Officer for GTO and the Head of Group Infrastructure Platform Services, Mr Goh oversees the strategic direction and day-to-day operations of UOB's infrastructure and platform services across its global network in 19 countries. Mr Goh is also responsible for the development of the Bank's technology strategy and has been instrumental in shaping the Bank's technological investment and transformation. Mr Goh established the Bank's first Test Centre of Excellence in 2018 to uplift testing quality, automation, efficiency, standards and consistency across the Bank to drive customer centricity and service excellence. In his new role, he will continue to drive innovation and technology adoption and advancement, to enhance operational efficiency across the Bank and support customer engagement and experiences.

Mr Eddie Khoo joined UOB in 2005. He will retire from his role as Head of Group Retail, and assume the role of Senior Advisor to UOB Vietnam. Mr Khoo has been pivotal in growing UOB's Group Retail business to the strong regional franchise the Bank has today, with a customer base of more than eight million. With an expanded network in ASEAN, the Bank grew from strength to strength, making headlines with notable partnerships offering unparalleled deals for its customers, reinforcing UOB's leadership position in the cards space across the region, for both issuance and



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billings. With Citigroup's Consumer Banking businesses fully integrated into UOB for Indonesia, Malaysia and Thailand, Vietnam is also progressing well towards its completion in 2025. Vietnam is a market with great potential and UOB Vietnam is imperative to strengthening the Bank's regional franchise. Mr Khoo, with his wealth of experience in building and growing retail banking business, will support UOB Vietnam's management team to chart and embed the Bank's retail banking strategy in the country.

Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB, said, "This management refresh is part of our ongoing efforts to strengthen UOB's capabilities to serve our enlarged customer base across the region.

With rapid digitalisation in our key markets, Susan's experience is crucial to drive digital engagement strategies and uplift customer experience to better-serve their needs and preferences. Lawrence, as a seasoned IT leader, will continue to drive innovation and lead our technology transformation in our new phase of growth.

Eddie has made invaluable contributions to our retail banking business. In his new role, he will continue to support our team to realise the potential of our retail franchise in Vietnam."

– Ends –

### About UOB

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For nearly nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.





United Overseas Bank Limited

**Head Office**  
80 Raffles Place UOB Plaza  
Singapore 048624  
Tel (65) 6533 9893  
Fax (65) 6532 6087  
[uobgroup.com](http://uobgroup.com)

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The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

**For media queries, please contact:**

Wendy Wan  
Group Strategic Communications and Brand  
Email: [wendy.wan@uobgroup.com](mailto:wendy.wan@uobgroup.com)  
Tel: (65) 9437 5013

Benjamin Nadarajan  
Group Strategic Communications and Brand  
Email: [benjamin.nadarajan@uobgroup.com](mailto:benjamin.nadarajan@uobgroup.com)  
Tel: (65) 8833 1426



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