



# Ms Pamela Chng

Co-Founder & CEO  
Bettr

Pamela has over 20 years of start-up and business experience and is the co-founder and CEO of Bettr, a for-profit social business and vertically integrated specialty coffee company in Singapore that aims to change lives through coffee.

Through its education brand Bettr Academy and retail brand Bettr Coffee, it empowers lives through holistic vocational programmes for marginalised women and youth, nurtures direct and sustainable trade across their supply chain, and encourages socially and environmentally conscious consumption.

Prior to founding Bettr, Pamela co-founded, ran and grew a successful web consultancy, Digital Boomerang. She was also part of the pioneer team in the web division of Singapore Press Holdings as Head of International Online Advertising Sales and Business Development.

Pamela is the President of the Board of Directors of the global Specialty Coffee Association, the first Singaporean to hold a position in the President's Council. She is a World Barista Championship Certified Sensory Judge, World Coffee in Good Spirits Sensory Judge, Licensed Q Arabica Grader and Authorised SCA Trainer.

She is also a Six Seconds Certified EQ Assessor and started a non-profit Bettr Lives to attempt to address one of our greatest collective challenges in the 21st century – the mental and emotional health of people.

A sociologist by training, Pamela is very passionate about solving problems and is constantly excited about the possibilities that social businesses present for the betterment of business and society. She has spoken at multiple social business and entrepreneur forums and seminars both locally and overseas, including at the Financial Times Moral Money Summit, UBS Global Philanthropy Forum, DBS Social Enterprise Summit, B-Corp Asia Annual Forum in Taiwan, Social Asian Women Social Entrepreneurs Network Conference in Bangkok and the Makers of More Global Summit in London by Ashoka and Arthur Guinness Projects.