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Ms Ang Bee Lin is the Head of Digital Media and Communications. She is an award-winning financial journalist with more than 20 years of experience in content marketing, communications, public relations and publishing. She has co-created multiple B2B content portals and is skilled in data-driven and insightful content that builds awareness and enhances reputation.

She is adept at infusing digital publishing tools and social media technologies into content-marketing campaigns to drive publicity, readership and engagement. She has worked in Singapore, Hong Kong, Sydney, Melbourne and London. She was previously a communications director at JLL and an editor at Bloomberg before starting her own content company Verba Content and co-founding ReitAsiaPac. Additionally, she has worked for Reuters and PwC and has written for, et altera, the Nikkei Asian Review, The Financial Times and Forbes Asia.