



cayla communication

introducing Anthony Tong

August 2014

It is our pleasure to introduce to you our new cayla group colleague, Anthony Tong, who joins us as Senior Director in August 2014.

He graduated with honors, from the University of Houston with a Business Degree in Management Information Systems. With a 30-year career spanning Consulting, Sales & Business Development and Business Management in trade and industry, he brings a wealth of business and industrial experience and knowledge of the Asian markets to the cayla group.

His career in consulting began in 1986 in the U.S. where he worked in the area of Organisational Development, Change Management and Gain-sharing. He then went on to do business development for PRIME Computers Inc, in their heydays in the late 1980s. Since then, he moved on to hold leadership and management positions with several multi-national companies. He was Managing Director of Maxvision, an IT hardware and services company he started in 1995 and built up an Asian-wide distribution network. He managed it till 2007.

Anthony was Managing Consultant with Kelly Services, a Fortune 500 Recruitment company. Besides Executive Search Consulting, he also performed Executive Career Coaching. Subsequently, he was Consulting Director with the Behavioural Consulting Group where he worked on performance management with several multi-national clients.

His industrial exposure includes Banking and Financial Services, Information Technology and Telecommunications, and HR. Besides having worked in several countries, including the US, China and Singapore, Anthony has business experience in many countries throughout the Asia-Pacific region.

Anthony is based in Singapore and will be supporting KC Loh in Malaysia to assume responsibilities for cayla business and activities in the Asia region. He believes in practical solutions for real business challenges. To him, effective communication means more listening than talking. However, he is able to converse in several other languages, including Mandarin, Cantonese and Malay. He is married with two adult daughters.

cayla consulting group AG

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