

Dr Chong Yoke Sin



Chief, Enterprise Business Group

A veteran in the IT industry with more than 30 years of experience, Yoke Sin is known to many in the industry as an informal and hands-on leader. Yoke Sin currently leads the Enterprise Business Group at StarHub, and is responsible for driving the next growth phase of the business and deepening the engagement with the enterprise community

Yoke Sin was the CEO of Integrated Health Information Systems Pte Ltd, a subsidiary of MOH Holdings Pte Ltd. She also led the healthcare IT industry as Chair of Healthcare Information and Management Systems Society (HIMSS) Asia Pacific Governing Council and was the first Asian Vice Chair on the HIMSS Board of Managers. HIMSS is the largest Healthcare Informatics society in the US and sets the benchmark for Hospital IT certification. In her prior roles, Yoke Sin was CEO of NCS Pte Ltd, moving up the ranks from Chief Operating Officer and General Manager of Business Development

In addition, Yoke Sin is Vice President of the Singapore Computer Society (SCS). She is also a Fellow of SCS and a Certified IT Project Manager (Senior). She currently sits on the Boards of the Singapore Land Authority, SG Enable, Republic Polytechnic and the National Kidney Foundation

Yoke Sin holds a PhD in Chemistry from the National University of Singapore (NUS) and attended the Advanced Management Programme at Harvard University. She was conferred the Outstanding Alumni Award from NUS and the Hall of Fame from HIMSS for her contributions to the advancement of healthcare IT programmes in Asia Pacific.