

Management Profile

Alex Har *Principal Consultant*



Alex is a pioneer in the Asian Direct Marketing Industry and has been responsible for the starting up and development of direct-marketed insurances for several leading American Multinationals in S E Asia. His last appointment before becoming a corporate consultant in 1997 was the Regional Director, SE Asia Direct Marketing, CIGNA International. In this job, he managed the direct marketing operations of some seven CIGNA offices with net profits of US\$20 million and advertising spent of \$US 8 million. In this capacity, he saw to the startup operations of new companies in Taiwan, and Pakistan; the merger and acquisition of companies in Philippines and Indonesia.

He established Insurance Marketing programmes through strategic alliances with Bank and Credit Card companies all over Asia, and pioneered the used of Telemarketing for Insurance Sales. Prior to CIGNA, Alex ran a direct marketing agency that helped initiate the early direct marketing strategies of various banks including Standard Chartered, Chase Manhattan; consumer companies like the Culifrance Kitchen, GE Lighting, Relite Fans, World Book Encyclopedia, and Philips language tapes.

As a corporate consultant, he provided services to JC Penney Insurance Inc, Fubon Corporation of Taiwan, Zurich Life in Taiwan, LG Capital in Korea, and Asia Life Assurance in Singapore. Most of these assignments spanned over periods of 1 year and involved change management and the implementation of new logistical and CRM technologies. In addition, Alex undertook various tasks with business consulting groups like Edward Whistler International to provide services to various SMEs in Singapore. His skills include International Business Strategy, International Marketing, Strategic Business Planning etc.

Alex is reputable member of the direct marketing community and is active in the Direct Marketing Association of Singapore. He has represented the association on many overseas missions and chaired the organizing committee of DM Asia Conference and Exhibition in 1998. DM Asia is an exhibition and conference jointly hosted by the various Direct Marketing Associations in Asia.

Alex Graduated from the University of Singapore with an honors degree in Business Administration in 1971 and is a Fellow of the American Life Management Association. (LOMA).

----- *Strategic Partners in Growth* -----

