

THE GURUS

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 1:

Navigating Geopolitical Risks and Trade Uncertainties: Ensuring Business Resilience in Asia

I v a n Y o n g

is a sales coach, organisational psychologist, engineer and author based in Hong Kong.

He has over 15 years of experience in sales and building businesses in multiple countries in Asia, including assisting multinationals from U.S., Japan and Europe in launching multi-million dollar businesses in the region both in growth and recessionary markets.

He is the founder of the angel investment group, Nanyang Angelz. He is also an Adjunct Professor with UNITAR International University (Entrepreneurship & Social Innovation), a startup mentor for MDEC (an agency of the Malaysian Government); and he has been a career mentor at the Chinese University of Hong Kong for over a decade.

Ivan is an active member of the European Mentoring & Coaching Council (EMCC), where he is the Head of Global Social Responsibilities Initiatives, a Board member and Co-President for the Asia Pacific Region, and is an accredited coach.

An avid writer and speaker, his debut book, "Department of Startup : Why Every Fortune 500 Should Have One", by BEP, New York; is found in 5 of the top 10 global universities ([QS World University Rankings](#), 2025). His latest book, "The Pharaoh's Pitch. Unearthing Ancient Egyptian Wisdom for Sales Success" was longlisted for the UK Business Book Award 2025.

He also regularly publishes books and case studies for Routledge, Taylor & Francis, and SAGE Publishing.

Ivan holds a MSc. In Organizational Psychology from University of London and a BEng. with Honours in Mechanical & Production Engineering from Nanyang Technological University, Singapore.



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