



## Peng Ee Ooi 黄炳义

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### **Publisher - TTG Tourism Group, and Head - TTG Global Commerce**

Peng Ee is currently the Publisher of TTG Tourism Group (Maps and Guides), and concurrently Head of TTG Global Commerce.

His 34 years of industry experience includes managing and transforming services division including audience/reader acquisition, digital media, publishing and events operations.

He is a firm believer in value co-creation, establishing numerous strategic partnership delivering new capabilities, and new markets.

He lead high performance teams in publishing services and events and managed TTG Events from 2009 - 2018. Delivering successful editions of ASEAN Tourism Forum - TRAVEX from ATF Brunei in 2010, to Phnom Penh, Manado, Vientiane, and Manila in 2016. His team also ran Asia's leading MICE events in Bangkok (Incentive Travel & Conventions, Meetings Asia and Corporate Travel World), and Shanghai (Incentive Travel & Conventions, Meetings China) during his tenure.

His publishing services team launched niche magazines in Singapore, China and Asia, and assisted in the launch of the IIT and IIM Asia Congress in Singapore. The Miller Freeman Asia direct marketing business under the publishing services unit, drove audience acquisition efforts for internal and external clients, across various industries in Asia and China.

He has an MBA from Henley Management College, and is also an alumni of the Stanford Professional Publishing Programme.

Peng Ee held elected office in societies, clubs and associations. He was the president of a community Toastmaster Club, Chairman Tennis Club, Hon-Secretary of a DM Association.

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