

# DR. SIEW CHAN CHEONG

## Executive Director

Present Directorships within Etiqa Malaysia	Appointed to the Board on
Etiqa Digital Solutions Sdn. Bhd.	9 February 2023
Etiqa Life Insurance Berhad	17 February 2025

### Age

- 48

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### Nationality

- Malaysian

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### Qualifications

- Doctor of Philosophy (PhD) in Mechanical Engineering (First Class Honours), University of Southampton, United Kingdom (UK)
- Master of Business Administration, London Business School, UK
- Bachelor in Mechanical Engineering (First Class Honours), University of Southampton, UK

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### Background/Experience

Dr. Siew has over 22 years of experience in formulating and implementing multi-country transformation strategies across various industries and organisations, including major banks in UK and Asia, across retail, Small and Medium Enterprises (SMEs), corporate, investment banking and insurance sectors. He commenced his career in UK, holding various positions, including Mechanical Integrity Engineer, Core Technology Team Leader and Project Manager with leading firms, namely Alstom Power, British Oxygen Company Group and Servotest Systems Ltd.

In 2010, Dr. Siew joined Strategy& (formerly known as Booz & Company) as an Engagement Manager, and was appointed as a Senior Director, Financial Services in 2014, where he advised the C-suite of financial services firms in retail, investment, and corporate banking to drive significant transformation change and growth strategies.

In 2019, Dr. Siew joined RHB Banking Group as the Group Chief Strategy Officer. He was subsequently appointed as the Group Chief Strategy & Innovation Officer in 2022.

Dr. Siew then joined Maybank Group in August 2022 as the Group Chief Strategy & Transformation Officer. He is also a member of Maybank Group's Executive Committee.

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### Present Directorships

- **Related Companies**
  - Maybank Philippines Incorporated
  - Etiqa Digital Solutions Sdn. Bhd.