



Yong Yau Goh

Chief Marketing Officer & Global Brand Strategist

linkedin.com/in/yongyauogh · praxoralab.com/speakers/yong-yau-goh

MARCOM AWARDS

CREATIVITY INTERNATIONAL AWARDS

GRAPHIS AWARDS

SINGAPORE DESIGN AWARDS

BIOGRAPHY

Yong Yau Goh is an award-winning branding, communications and marketing leader with more than two decades of experience working across diverse global landscapes. As Chief Marketing Officer at BullSwipe, a global fintech platform converting crypto to spendable fiat instantly, he built and led the go-to-market architecture across Africa, the Middle East, Latin America and Asia, defining market entry strategy and brand positioning within a multi-jurisdiction, regulated environment while leading distributed teams across Cyprus, Israel, India, the Philippines and Singapore.

Prior to BullSwipe, he served as Chief Marketing Officer at the AWHL Group, Singapore's largest conglomerate of integrated health, wellness and beauty brands, where he led a regional team of 30 across five business verticals and drove transformative, data-led marketing strategies that boosted lead generation by 25%. Much of his earlier career was rooted in the agency world, where he rose from Account Manager to Executive Director over nearly two decades at the Coal Group, leading integrated creative and communications teams across Singapore, Myanmar and Shanghai and advising boards, CEOs and senior leadership at organisations including DBS Bank, Mapletree, Wilmar International, the Mottama Group and Keppel Corporation on brand direction and strategic communications. He began his career as a journalist, writing on real estate and corporate affairs for The Edge Singapore and on luxury lifestyle for The Peak at Singapore Press Holdings.

He is currently a doctoral candidate at Golden Gate University, where his research focuses on AI-driven marketing and communications technologies.

AREAS OF EXPERTISE

AI-driven marketing and communications technology

Doctoral research into how generative and AI-driven tools are reshaping brand strategy, content production and communications workflows.

Brand strategy across emerging and regulated markets

Positioning and transformation strategy for fintech, wellness and consumer brands across African, Middle Eastern, Latin American and Asian markets.

Agency leadership and boardroom communications advisory

Advising boards, CEOs and senior leadership teams on brand direction and strategic communications, built through agency leadership across Singapore, Myanmar and Shanghai.

EXPERIENCE

2025 to 2026 **Chief Marketing Officer**
BullSwipe

2024 **Chief Marketing Officer**
The AWHL Group

2015 to 2023 **Executive Director (Client Relations)**
The Coal Group

2010 to 2014 **Chief Strategist**
The Coal Group

2008 to 2009 **Chief Editor**
The Coal Group

2007 **Account Director**
The Coal Group

BOOK A SPEAKING ENGAGEMENT

hello@praxoralab.com

AVAILABLE FOR

Keynotes · Panels · Corporate presentations ·
Virtual & in-person

REGIONS

Singapore · Africa · Middle East · Latin
America · Asia