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Juanita Woodward is an experienced marketing professional with over 20 years' experience in various Asia Pacific and global marketing roles in the financial services industry including Citi, ABN AMRO and Standard Chartered Bank. She has lead regional marketing teams, and her experience spans many disciplines – research, design, public relations, strategy, product management and business development.

Over the years she has been active in the Singapore community as the Founding President of PrimeTime, an international business and professional women's association, and Founding Co-Chair of BoardAgender, an initiative to advance more women into senior leadership roles and the boardroom in Singapore. Juanita currently serves as a member of the Industry Advisory Council for the NUS Business Centre for Corporate Governance, Institutions & Organisations, and serves on the Public Relations Committee of the Singapore Institute of Directors. She hales from the US and has been based in Singapore since 1991.