



Myrna Poon
Executive Director,
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Ms Myrna Poon is Executive Director, Marketing and Communications, of the Singapore Economic Development Board (EDB). She oversees EDB's global marketing and branding initiatives. This entails marketing both Singapore as a business location, and all the industry sectors that EDB is responsible for (which accounts for 40% of the nation's GDP). Myrna is also the organisation's Quality Service Manager (QSM).

Prior to this, Myrna held appointments in various EDB divisions, including Planning, Services Development, and Info-communications & Media (ICM).

As Head ICM, Myrna was responsible for leading EDB's efforts to develop Singapore into Asia's premier IT hub.

In addition to EDB, Myrna has also held business development roles at two internet startups in New York.

Myrna is a Glaxo-EDB scholar who graduated from the London School of Economics and Political Science (University of London) with a BSc in Economics. Myrna also graduated from Northwestern University with a MSc in Integrated Marketing Communications in 2008.