



Sheldon Hee

Vice President, Marketing Communications & Development
Singapore Airlines

Responsible for global brand communications and strategy for Singapore Airlines since 2011, Sheldon has over 15 years of diverse experience in Sales, Marketing Communications and Brand management within the Singapore Airlines group.

Sheldon joined Singapore Airlines in 1998, and served in various functions, before taking up a Regional Marketing role overseeing South East Asia, Japan and Korea. He subsequently took up general management roles in Fukuoka, Japan as Manager for the Kyushu region before being appointed as General Manager Switzerland in 2008. Returning to Singapore in 2009 as General Manager for Tradewinds Tours & Travel, Sheldon led efforts to re-establish the Tradewinds brand, including revamping its online retail presence.

In his latest role, Sheldon is leading the effort to evolve Singapore Airlines' advertising and media strategy. He is passionate about the impact of emotional story-telling and is an advocate of effective marketing through meaningful connections between brands and their customers.