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**Ikano Insight appoints ST Chua as regional business director, SEA**

By Digital New Asia September 11, 2022



Ikano Insight, part of the Ikano Group owned by IKEA's Kamprad family has announced the appointment of ST Chua (*pic*) as the Regional Business Director SEA, based in their Kuala Lumpur regional head office.

Ikano Insight specialises in advanced retail and sustainability analytics, supporting businesses such as IKEA for over 10 years. Working across Malaysia, Singapore, Thailand and Philippines, Ikano Insight harnesses data, technology and advanced analytics to deliver actionable insights to businesses.

The firm describes Chua as bringing just the right digital transformation experience to this role, with his background as a corporate venture specialist.

"I am very excited to be joining Ikano Insight at this point of exceptional growth for them in our region. Their data transformation and analytics capabilities are delivering value to businesses world-wide, and I'm looking forward to helping them make a real difference to organisations here in Southeast Asia," said Chua.

Prior to this Chua was heading PETRONAS Dagangan's digital transformation "SWAT team" TipTop, where his achievements included streamlining maintenance processes to significantly reduce equipment downtime at retail fuel stations nationwide, and introducing an internal super app for dealers across 1060 stations. Before Petronas, he was instrumental in the setting up of Sunway's corporate venture capital arms, Sunway Ventures and Sun SEA Capital.

Chua possesses a wealth of business growth experience having developed a multi-million-dollar international e-commerce business, and is co-founder of multiple ventures, including FMCG distribution, a predictive analytics company and a financial-tech startup called perfectsen which had Maybank as a long term client. He enjoys mentoring startups and frequently speaks at technology related events. He holds an MBA from INSEAD, France obtained in 2010.

Ikano Insight, head-quartered in London is rapidly expanding their capability in the SEA region, having recently assisted with the launch of the world's largest IKEA store in Pasay City, Philippines. Their most recent innovation has been the use of consumer location analytics to understand the post-COVID shopping and migration patterns of consumers to retail stores and shopping centres.

Chua will join Ikano Insight's local team of data scientists and data / technology consultants, forging new relationships with businesses across Southeast Asia.

For more information, visit [insight.ikano](https://insight.ikano)