

Edwin Yeo Biography

Edwin Yeo, a hands-on, practicing executive search specialist since the late 1990s, is the founder and Managing Director of Rubicon Int'l Talent Exchange Pte Ltd (RUBICON) – a regionally networked specialist management recruitment firm.

Prior to this, he was the General Manager of an Infrastructure Engineering firm where he managed the whole company, across all business functions and even achieved an upgrade in the statutory status for them. He was able to do this by leveraging on his career experiences in the early 1980s in Shimizu Construction Co., Ltd, a large Japanese multinational. Then, having armed himself with first-hand industry experience, Edwin left for England, the United Kingdom, to pursue higher educational qualifications.

On his return in 1987, he joined TradeArbed Pte Ltd, a Luxembourg-based multinational. Being responsible for the engineering and engineering sales aspects of the products of the company, he had the opportunity to engage in various large, national projects.

Since then, his broad career capabilities have enabled him to contribute to various sectors. These portfolios served to hone his skills in general management, business development, sales & marketing, account servicing, production & assembly, logistics and project management functions. These were capacities where he often had

bottom-line responsibilities and change management mandates to re-engineer businesses to strive for maximum profitability and service excellence.

Academically, Edwin possesses a Bachelor of Engineering (Civil Engineering, First Class Honours) degree, majoring in Geotechnical Engineering, from the University of Newcastle-on-Tyne, United Kingdom. He is also an MBA graduate, specialising in Business-to-Business Marketing, from the University of East London.

Additionally, with a foundation as a Certified Professional Behavioral Analyst, he conducts career management, development and transition counseling from an individual, face-to-face session to a group level, stand-up type training and facilitation.

He completed his National Service contribution to the Singapore Armed Forces in November 2003 and last served as a CPT (NS) in the Operations Branch of an Infantry Division.

Apart from his corporate role, Edwin engages in community work (such as service in his estate's management committee, 1999 to 2002), is active in the church where he had been worshipping since the early 1970s, and sits on the advisory board of a regional integrated media organisation.