

STATEMENT

FOR IMMEDIATE RELEASE

President of SIM Global Education, Professor Wei Kwok Kee, takes over as SIM President and CEO.

He takes over from Mr Poon Joe Keen, who joined SIM on 1 October 2024.

14 March 2025, SINGAPORE – The [Singapore Institute of Management](#) (SIM), one of the region’s leading education and lifelong learning institutions, has today announced that its Group CEO, Mr Poon Joe Keen, will step down come 1 April 2025, to pursue personal interests. Prof Wei Kwok Kee, President of SIM Global Education, will succeed him as President and CEO with effect from 1 April 2025. In addition, Mr Poon will continue to contribute to SIM as an advisor to the Chairman for the next three months, to ensure a smooth and seamless transition.

Prof Wei has been with SIM since 2020. A highly respected veteran in the higher education industry, Prof Wei has been an integral part of SIM’s Executive Management Team and has led SIM Global Education to contribute significantly to SIM’s business growth and expansion.

SIM Chairman, Ms Euleen Goh, said, “We thank Joe Keen for his contributions and wish him every success ahead. With Prof Wei’s deep understanding of SIM’s purpose and vision, we are confident he will lead SIM into its next phase of growth and internationalisation.”

Incoming SIM President and CEO, Professor Wei Kwok Kee, said, “I am grateful to the Board for their trust and confidence. I look forward to leading SIM into its next chapter, working closely with the Board and staff to build on our achievements and drive sustainable growth and impact.”

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