

The Institute of Systems Science at NUS Appoints Professor Irene Ng as Adjunct Professor

Singapore, 1 August 2011 - The Institute of Systems Science (ISS) of the National University of Singapore (NUS) today announced the appointment of Professor Irene Ng as Adjunct Professor for a one-year term with effect from 1 August 2011. Professor Ng is engaged to contribute to the three thrusts of Research, Teaching and Practice for The Service Innovation Cluster of the institute.

"Our vision for Service Innovation is to enable organisations to apply knowledge and leverage on technologies to inspire innovation and advance service," said Mr Lim Swee Cheang, Director and CEO of ISS.

"Professor Ng brings authoritative advice that will help build ISS' capabilities in Service, establishing it as a leading institute of higher learning that continues to contribute to defining national competencies in Service Innovation Design."

Professor Ng's work at ISS will span the following areas in Service Innovation

- Industry Engagement in Service Leadership - Professor Ng will engage, lead, mentor and moderate a leadership seminar and master class for industry professionals and service innovation practitioners
- Academic Advisor to ISS - ISS will leverage on Professor Ng's academic credentials and global experience to shape its forward-looking curriculum and practice
- Research Practice Advisor to ISS - Professor Ng will nurture ISS staff competencies in research and practice of Service Innovation

Professor Irene Ng is currently the Professor of Marketing Science of the University of Exeter Business School. She will be taking up the appointment of Professor of Marketing and Service Systems at the Warwick Manufacturing Group of the University of Warwick, UK from 1 September 2011. She is one of the six UK government appointed Service Fellows at the Advanced Institute of Management (AIM), Cambridge, while serving as Fellow at Wolfson College, University of Cambridge. She holds a first degree in Physics, Applied Physics and Computer Programming and a doctorate from NUS specialising in the advanced pricing model for services.

Professor Ng was an entrepreneur and business practitioner for more than 10 years, most notably as the CEO of SA Tours group of companies and Empress Cruise Lines. She has been a consultant and advisor to organisations such as BAE Systems, The UK National Health Service, Rolls Royce and Selex Galileo.