

Our Leadership

Ian McLeod **Group Chief Executive**

Ian McLeod is currently Group Chief Executive for the DFI Retail Group; a multi-sector retailer, based in Hong Kong operating in 12 different Asian markets, with over 10,200 retail outlets across the group and its associated companies.

Ian has over 35 years of deep retail transformation experience from around the world spending his early career with Asda in the United Kingdom and Walmart in Germany. He joined the Halfords Group in the United Kingdom in 2003 where he was appointed as Chief Executive. In 2008, he moved to Australia as Managing Director of Coles Retail Group, which had 2,200 outlets and 100,000 employees.

In his leadership role at Coles, he oversaw fundamental improvements in product quality, value, operational efficiency, customer service and new store formats, as well as change in company culture. This resulted in Coles producing substantial increases in both turnover and profits, and significant market outperformance over a period of 60 consecutive quarters.

Following Coles, Ian spent two years introducing substantive change within Southeastern Grocers, an underperforming grocery chain the United States, before joining the DFI Retail Group in late 2017. He attended the Harvard Business School Advanced Management Program in 1999 and was awarded an Honorary Doctorate in Scotland in 2010 for services to Business and Retail.

Choo Peng Chee **Chief Executive Officer – DFI Retail North Asia**

Choo was appointed CEO DFI Retail North Asia in August 2021, covering all food retail operations (grocery retail and convenience stores) in Hong Kong, Macau, Chinese mainland, as well as the convenience format in Singapore. He is a director of the Dairy Farm Management Services Board since 2013 and also a member of the Executive Board of the DFI Retail Group.

He joined the Group in 2000 and was the Chief Executive Officer of Cold Storage, Market Place and Shop N Save in Singapore from 2005 to 2009. He subsequently served as the Chief Executive Officer for Wellcome Hong Kong from 2010, and was appointed as the Regional Director, North Asia (Food) in 2013, and CEO – North Asia & Group Convenience in 2018.

Choo brings with him more than 35 years of retail experience to this role and has an MBA in Retailing from the University of Stirling, Scotland.

Chris Bush **Chief Executive Officer – DFI Retail Southeast Asia**

Chris Bush was appointed CEO DFI Retail Southeast Asia in August 2021.

Chris is a highly experienced senior retailer with an impressive track record in leadership roles in Tesco for over 30 years, including CEO and Managing Director roles in Malaysia, Thailand, Korea and the U.K. After a consultancy role for a major retailer in the United States, Chris joined the DFI Retail Group in 2018 to lead the transformation of the food business in Indonesia and was appointed CEO – Southeast Asia Food Business in 2019.

Chris has Business background and executive training from Manchester Business school in United Kingdom and INSEAD in France.

Clem Constantine
Chief Financial Officer and
Property Director

Clem took up the position of CFO and Property Director in August 2019, having joined the Group's leadership team in September 2018. He is a Chartered Accountant with extensive experience of senior finance and property roles in the retail sector. He has previously held finance, international and property directorships with Marks and Spencer, the Arcadia Group, Debenhams and the Burton Group in the United Kingdom.

Johnny Wong
Chief Executive Officer –
DFI Digital

Johnny Wong was appointed CEO DFI Digital in August 2021.

Johnny is responsible for leading digital transformation across the group and across all Online-to-Offline (O2O) channels, including multi-banner eCommerce, quick commerce, loyalty, data analytics and customer relationship management. Johnny brings with him extensive digital and transformation experience from roles spanning the US, Australia, South America, Russia, and Southeast Asia. He previously held roles in entrepreneurial tech start-ups, Oracle, Boston Consulting Group, Google, Mercado Libre and Lazada. Most recently, he was Group Chief Digital and Technology Officer at NTUC Enterprise and CEO of Digital Business in Singapore at Fairprice Group.

Johnny has an MBA from Wharton and a Master's in Computer Science from Stanford.

Andrew Wong
Chief Executive Officer –
Health and Beauty North Asia

Andrew was appointed CEO Health and Beauty North Asia in August 2021, responsible for the Mannings' business in Hong Kong, Macau and Chinese mainland.

Andrew's career spun from start-ups to the public sector and subsequently, to the business sector. For the past 16 years, he found his passion in the food and beverage industry and had the opportunity to gain deep insights into the broader Asian markets. He has been Group Chief Executive of Jardine Restaurant Group since 2018, overseeing the business strategy and operations across Asia. Prior to that, Andrew was SSP Group's Regional Managing Director for Asia Pacific, responsible for business development in the region. He also held various leadership roles at DFI and Pacific Coffee in the past.

Soren Lauridsen
Chief Executive Officer –
Health and Beauty
Southeast Asia

Soren was appointed CEO Health and Beauty Southeast Asia in April 2018.

Prior to joining Guardian, Soren, has taken on many senior leadership roles in the past decades, covering mainly Unilever Food and Carlsberg Breweries. Joining the Group from the AJE Group as the Regional Director of Asia and Managing Director of Thailand, he holds vast experiences in Southeast Asia and in-depth knowledge in consumer related businesses.

Martin Lindström
Chief Executive Officer – IKEA

Martin was appointed CEO IKEA in August 2021 responsible for the Group's IKEA operations in Taiwan, Hong Kong, Macau and Indonesia. He joined the Group in 2007 as General Manager of IKEA Taiwan and subsequently CEO of the Group's IKEA business in 2010 and Group Director, IKEA in 2013.

Martin has more than 20 years' experience in a variety of senior positions with the IKEA business in Europe, Eastern Europe and more than a decade in the Asia Pacific region.

Danni Peirce**Chief Executive Officer –
yuu Rewards**

Danni was appointed CEO – yuu rewards in August 2021, having joined DFI Retail Group in 2018 as Commercial Director for North Asia Food & Group Convenience.

Danni started her career with Deloitte before moving into retail, joining Tesco in the UK in 2006. She subsequently joined Coles in Australia, where she held a number of commercial leadership positions. Following this, she moved to work for Southeastern Grocers in the United States.

Danni has a management degree from the University of Nottingham, UK and executive training from INSEAD, Singapore.

Marcus Spurrell**Chief Technology Officer**

Marcus joined in October 2018 and is currently the Chief Technology Officer.

He has over 25 years management experience in the digital & technology field, with a focus on product development, e-commerce marketing/operations, data & analytics, loyalty and personalisation. Prior to joining DFI, he was Senior Vice President for Digital, Loyalty and Personalisation at Ahold Delhaize Group where he led a transformation of its loyalty programmes. He also held several Digital and e-commerce leadership roles for Adidas Group across Asia Pacific, USA, and Europe.

Marcus has a joint honours degree in Japanese and Economics from SOAS London University and has lived in Asia for 16 years.

Charlie Wood**General Counsel,
Head of Audit, QC Technical
and HR Central Services**

Charlie was appointed General Counsel, Head of Audit, QC Technical and HR Central Services in August 2021. He was initially recruited in September 1999 to set up a legal department for the DFI Retail Group in Hong Kong, and subsequently became responsible for the legal affairs of DFI in North Asia, and Group Counsel in 2007.

Charlie qualified as a solicitor in England and worked in private practice in London for three years before moving to Vietnam in 1995 to work for an international law firm.
