

Our Management Committee

Scott Price **Group Chief Executive**

Scott Price is currently Group Chief Executive for the DFI Retail Group; a multi-sector retailer, based in Hong Kong operating in 13 different Asian markets, with some 11,000 retail outlets across the group and its associated companies.

Scott has over 30 years of retail, logistics and consumer packaged goods sectors experience from around the world. He started his career with the Coca-Cola Company and held country business positions in various locations across Asia. He joined DHL Express as the President in Japan in 2002 and was appointed as Chief Executive Officer – Asia Pacific in 2005 and Chief Executive Officer – Europe in 2007. From 2009 to 2017, Scott led Walmart’s Asia store business before moving to the United States to lead global sourcing, international technology, real estate and strategy.

In 2017, Scott joined UPS as Chief Strategy and Transformation Officer, responsible for strategic planning, Global Business Services and the company’s Advanced Technology Group. He was appointed Executive Vice-President, UPS International in 2020 responsible for all 220 markets outside the U.S.

Following UPS, Scott joined as an Independent Board Director of Coles Group in Australia before joining the DFI Retail Group in August 2023.

Scott earned a bachelor’s degree in business administration from the University of North Carolina in Charlotte. He also holds a master of business administration degree and a master’s degree in Asian studies from the University of Virginia.

Clem Constantine **Group Chief Financial Officer and Property Director**

Clem was appointed 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.

Choo Peng Chee **Chief Executive Officer, Food**

Choo was appointed CEO, Food in November 2023, responsible for all DFI Food banners across Hong Kong, Macau, Singapore, Indonesia and Cambodia. He is a director of the DFI Retail Group Management Services Board since 2013, and a Board Member of Robinsons Retail Holdings, Inc. – an associate company of DFI Retail Group. In 2022, he was nominated to represent Jardine Matheson Group on the Board of Livi Bank.

He joined the Group in 2000 and was the CEO of Cold Storage in Singapore from 2005 to 2009. He subsequently served as the CEO 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. In August 2021, he was appointed as CEO DFI Retail North Asia covering all food retail operations (grocery retail and convenience stores) in Hong Kong, Macau, China as well as the convenience format in Singapore.

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.

Martin Lindström **Chief Executive Officer, DFI IKEA**

Martin was appointed CEO, DFI 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,
7-Eleven

Danni Peirce was appointed Chief Executive Officer for 7-Eleven in November 2023, responsible for a network of 3,300 stores across Hong Kong, South China, Singapore and Macau. She also holds several board positions. Danni joined DFI in 2018 and has held a number of roles, including Managing Director of Guardian Singapore, CEO of yuu Rewards and 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, the supermarket chain in Australia, where she held a number of commercial leadership positions. In 2015, she moved to work for Southeastern Grocers in the United States.

Danni holds a Management Studies degree from the University of Nottingham.

Andrew Wong
Chief Executive Officer,
Health & Beauty

Andrew was appointed CEO, Health & Beauty in November 2023, responsible for Guardian and Mannings' businesses across all DFI markets.

Andrew's career spun from start-ups to the public sector and subsequently, to the business sector. He found his passion for business and entrepreneurship when he first ventured into the business world, and has been ever since working to propel businesses towards excellence, innovation, and sustainability. Previously, Andrew had been CEO, Health & Beauty North Asia since 2021, responsible for Mannings' businesses in Hong Kong, Macau and the Chinese mainland. Prior to that, he was Group Chief Executive of Jardine Restaurant Group, overseeing the group's businesses across Asia from 2018. He joined SSP Group in 2013, and was subsequently appointed Regional Managing Director responsible for developing the group's multi-brand portfolio in Asia Pacific. Andrew also held various leadership roles at DFI and Pacific Coffee in the past.

Andrew is also Chairman of MINDSET, a registered charity in Hong Kong founded by the Jardine Matheson Group devoted to making a positive and sustainable difference in mental health.

Erica Chan
Group Chief Legal,
Governance and Corporate
Affairs Officer

Erica was appointed Group Chief Legal, Governance and Corporate Affairs Officer in December 2023. She is also a director of the DFI Retail Group Management Services Board. In her role, she is responsible for the Legal, Communication and Corporate Affairs, Sustainability, Group Technical, Risk management and Loss Prevention functions for the DFI Group.

She brings over 25 years of experience with retail, e-commerce, media, governance and regulatory compliance in the Asia Pacific region. Prior to joining DFI, she spent 12 years at Walmart, most recently as SVP, General Counsel and Chief Administrative Officer, Asia, oversaw all legal matters in Asia in addition to human resources and administrative functions for the Asia office. She was also part of Walmart's Global President's Diversity and Inclusion Council.

Erica also spent 13 years at Star TV Group where she was General Counsel for Greater China and General Manager for Hong Kong.

Erica is a Hong Kong qualified solicitor. She received her Postgraduate Certificate in Laws from University of Hong Kong, Common Professional in Laws from University of Sussex and Bachelor of Social Science in Government and Public Administration degree from the Chinese University of Hong Kong.

Shen Li**Group Corporate Strategy
and yuu Rewards Director**

Shen was appointed Group Strategy and yuu Rewards Director in September 2023. Shen joined the Group in September 2019 as Group Corporate Finance Director, responsible for Group strategy, M&A and investor relations. His responsibilities were expanded in September 2023 to include accountability for yuu Rewards, the Group's coalition customer loyalty programme. Prior to joining DFI, Shen spent over a decade as an equities research analyst covering the consumer sector across both Australia and Asia. Shen began his career in M&A advisory in Australia.

Shen holds Bachelor of Commerce and Bachelor of Laws (Hons) degrees from the University of Melbourne and is a CFA Charterholder.

Wee Lee Loh**Group Chief Digital Officer**

Wee Lee was appointed the Group Chief Digital Officer in September 2023. He is responsible for the Group's efforts in driving the growth of Digital businesses.

Prior to joining DFI, Wee Lee held various senior management roles with Lazada Group, serving in both regional and country business roles across corporate development, innovation and general business management. As the CEO of Lazada Singapore, he led both the Lazada marketplace and Singapore's leading online grocery Redmart, transforming the business towards growth and sustainability.

Wee Lee also held other leadership roles in two Singapore-listed Engineering and Technology companies, leading strategy, corporate development and business operation roles spanning multiple geographies. He led and incubated the growth of emerging new businesses across energy, infrastructure, robotics, automotives and AI-linked domains. Wee Lee started his private sector career as a management consultant with McKinsey and Company across Asia Pacific.

Wee Lee has lived and worked in more than 10 countries. He received his Bachelor's in Economics (Summa Cum Laude), and graduated as a Merrill Presidential Scholar. He also completed his Masters in Statistics at Harvard University.

Joy Jinghui Xu**Group Chief People &
Culture Officer**

Joy was appointed Group Chief People & Culture Officer in August 2023. She is a member of the DFI Group Management Committee and the Jardine Group Senior People & Culture Leadership Team. She is responsible for leading the DFI Retail Group People & Culture organisation and driving our ambitious agenda while operationalising DFI People & Culture Strategy across all functional areas and all formats and banners in all markets.

Joy brings with her extensive international expertise in HR leadership roles which spans the US, China, UAE, Germany and Hong Kong. She has previously held leadership roles at Procter & Gamble, PepsiCo, Novartis/Sandoz and Manulife.

Joy was named one of the Global Rising Stars by Global Women Forum in 2007 and 2008. In 2010, she was recognised for HR excellence by World HRD Congress. In 2020, she was recognised as one of the 501 Most Fabulous Global HR Leaders by the World HRD Congress. She was named an Imergey Luminary 2022.

Joy served as a board member of LumiVoce Foundation Limited, based in Hong Kong that focuses on protecting biodiversity.

Joy earned a bachelor's degree in Applied English from the South China University of Technology.
