

Our Management Committee

Scott Price

Group Chief Executive

Scott Price is the Group Chief Executive of DFI Retail Group, bringing over 30 years of experience in retail, logistics and consumer packaged goods sectors globally. He began his career with The Coca-Cola Company in Japan where he continued through various leadership roles across Asia. In 2002, Scott joined DHL Express as President in Japan before advancing to Chief Executive Officer for Asia Pacific in 2005 and Chief Executive Officer for Europe in 2007.

From 2009, Scott led Walmart's Asia business from Hong Kong overseeing operations across the region. He relocated in 2014 to the United States to take on a global leadership role, managing Walmart's global sourcing as well as strategy, technology and real estate for the International Division.

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, overseeing all 220 markets outside the U.S.

In August 2023, Scott joined DFI Retail Group to lead the business. He also serves on the boards of Coles Group in Australia, The Consumer Goods Forum (CGF) and the World Retail Congress. Additionally, Scott is a co-sponsor of CGF's Net Zero Coalition of Action, an initiative aimed at accelerating the reduction of greenhouse gas emissions within the retail and consumer goods industry.

Scott holds a bachelor's degree in business administration from the University of North Carolina and earned both an MBA and a master's degree in Asian studies from the University of Virginia.

Tom van der Lee

Group Chief Financial Officer

Tom van der Lee was appointed Group Chief Financial Officer in October 2024, responsible for driving financial performance and strategies across the organisation.

With more than 20 years of experience in Asia, Tom has lived and worked in Thailand, Vietnam, Indonesia, Singapore and Hong Kong, giving him a deep understanding of the diverse markets DFI operates in.

Tom first joined DFI in 2016 and held various senior finance positions, including Finance Director Singapore, Finance Director for Southeast Asia, Finance Director Health & Beauty and Group Finance Director. In his most recent role, he was responsible for Treasury, Tax, Internal Audit, ESG Reporting, Property Insights and Finance Shared Services.

Prior to joining DFI, Tom spent 14 years with Royal FrieslandCampina in financial leadership roles across Europe and Asia.

Tom holds master's degrees in financial management from Nyenrode University and in Finance and Control from Maastricht University. He also completed an MBA programme at the Kellogg School of Management in the United States.

Martin Lindström

**Chief Executive Officer,
DFI IKEA**

Martin Lindström was appointed Chief Executive Officer of DFI IKEA in August 2021, overseeing the Group's IKEA operations in Taiwan, Hong Kong, Macau and Indonesia. He joined the Group in 2007 as General Manager of IKEA Taiwan, later serving as CEO of the Group's IKEA business in 2010 and Group Director, IKEA in 2013.

Martin brings 30 years of experience with the IKEA business, including 20 years in the Asia Pacific region, and has held senior positions in Europe and Eastern Europe.

Curtis Liu

Chief Executive Officer, Food

Curtis Liu was appointed Chief Executive Officer of Food in September 2024, overseeing DFI's Food businesses across Hong Kong, Macau, Singapore and Cambodia.

With more than 24 years of diverse retail experience in Chinese mainland and Taiwan, Curtis has a deep understanding of consumer preferences and effective merchandising strategies. From 2004 to 2013, he served as DFI's Merchandise and Marketing Director for Wellcome Taiwan, where he honed his skills in these areas.

In his recent role at JD.com, Curtis successfully integrated advanced technologies like big data and AI into the company's supply chain operations, generating deeper customer insights and translating them into actionable, data-driven strategies. Prior to that, he held senior positions at Meicai and Walmart China, further expanding his expertise in omnichannel retail strategies, merging online and offline customer experiences, and data-driven customer analysis.

Yoep Man

**Chief Executive Officer,
7-Eleven**

Yoep Man was appointed Chief Executive Officer of 7-Eleven in February 2025, overseeing a network of 3,400 stores across South China, Hong Kong, Macau and Singapore.

Previously, he served as Managing Director of Food in Singapore, driving growth for the supermarket trading under Cold Storage, CS Fresh, Giant and Jason's Deli as well as DFI's fast-growing e-commerce segment.

With over 20 years in the food retail and FMCG sectors across Asia Pacific, Yoep has a strong track record in guiding growth in emerging markets. Before joining DFI, he led the commercial strategy at Metro China while serving on its Executive Board. He successfully diversified the company from B2B to B2C channel and spearheaded its digital transformation.

Yoep also held key roles at Walmart China, including Chief Merchandising Officer and Chief Operations Officer for Sam's Club, where he supported the growth of Sam's Club through organic growth, new club expansion and e-commerce investments. He was also on Walmart China's Executive Committee and served as Global Officer.

Earlier in his career, Yoep spent over 12 years at SPAR, contributing to its expansion in China, Indonesia, Thailand and Mongolia, ultimately serving as Managing Director in China. His extensive international experience equips him with diverse business landscapes and a commitment to drive sustainable growth.

Andrew Wong
Chief Executive Officer,
Health & Beauty

Andrew Wong was appointed Chief Executive Officer of Health & Beauty in November 2023, overseeing Guardian and Mannings' businesses across all DFI markets.

Andrew's career spans from start-ups and the public sector to the business sector. He found his passion for business and entrepreneurship early on and has since been dedicated to driving businesses towards excellence, innovation and sustainability.

Previously, Andrew had served as CEO of Health & Beauty North Asia since 2021, managing Mannings' businesses in Hong Kong, Macau and the Chinese mainland. Before that, he was Group Chief Executive of Jardine Restaurant Group, overseeing the operations across Asia from 2018. He joined SSP Group in 2013 and was later 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.

Beyond his corporate responsibilities, Andrew is the Chairman of MINDSET, a registered charity in Hong Kong founded by the Jardine Matheson group, dedicated to making a positive and sustainable impact on mental health. He also serves as the Vice Chairman of the Hong Kong Retail Management Association.

Crystal Chan
Group Chief Technology and
Information Officer

Crystal Chan was appointed the Group Chief Technology and Information Officer in July 2024, leading the development and execution of the DFI Retail Group's technology strategy to enhance operational efficiencies and customer experiences across operations.

With more than 20 years of international experience in technology, digital, and data, Crystal has worked across Australia, New Zealand, Asia, the Middle East and Africa. Early in her career, she gained experience in multiple industries, including banking, utilities, consumer packaged goods and charity. In 2004, Crystal joined Asahi Premium Beverages to transform their technology landscape in New Zealand, later moving to Australia in 2008. She joined DFI Retail Group in 2012, achieving significant milestones in leading comprehensive technology strategies, such as launching multiple major technology programmes, IKEA's digital transformation and yuu Rewards.

In 2022, Crystal joined British American Tobacco and relocated to Singapore in 2023 as the Regional Chief Information Officer, where she was responsible for the enterprise and digital technology strategy and services for more than 70 markets and global travel retail.

Crystal holds a bachelor's degree in information systems and operations management, a master's degree in management science and information systems from the University of Auckland, and a master's degree in organisational leadership from Edinburgh Napier University.

Erica Chan

**Group Chief Legal,
Governance and Corporate
Affairs Officer**

Erica Chan was appointed Group Chief Legal, Governance and Corporate Affairs Officer in December 2023. She is the company secretary and/or director for a number of DFI Retail Group subsidiaries. In her role, Erica oversees the Legal, Communications and Corporate Affairs, Sustainability, Group Technical, Risk Management, Ethics and Compliance and Loss Prevention functions for DFI Group.

With more than 27 years of experience in retail, e-commerce, media, governance and regulatory compliance in the Asia Pacific region, Erica brings a wealth of knowledge to her role. Prior to joining DFI, she spent 12 years at Walmart, most recently as SVP, General Counsel and Chief Administrative Officer, Asia, where she oversaw all legal matters in Asia and managed the human resources and administrative functions for the Asia office. She was also a member of Walmart's Global President's Diversity and Inclusion Council. Before Walmart, Erica spent 13 years at Star TV Group as the General Counsel for Greater China and General Manager for Hong Kong.

Erica is a Hong Kong-qualified solicitor. She holds a Postgraduate Certificate in Laws from the University of Hong Kong, a Common Professional Examination certificate from the 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 Li was appointed Group Strategy and yuu Rewards Director in September 2023. He joined the Group in September 2019 as Group Corporate Finance Director, where he was responsible for Group strategy, M&A and investor relations. In September 2023, his responsibilities were expanded to include overseeing yuu Rewards, the Group's coalition customer loyalty programme.

Before joining DFI, Shen spent more than a decade as an equities research analyst covering the consumer sector across both Australia and Asia. He 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 Loh was appointed Group Chief Digital Officer in September 2023, responsible for driving the growth of the Group's 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 leadership roles in two Singapore-listed engineering and technology companies, leading strategy, corporate development and business operation roles across multiple locations. He led and incubated the growth of emerging new businesses in energy, infrastructure, robotics, automotives and AI-linked domains. Wee Lee began his private sector career as a management consultant with McKinsey and Company across Asia Pacific and has lived and worked in more than 10 countries.

Wee Lee holds a Bachelor of Arts majoring in Economics (Summa Cum Laude) from Cornell University and graduated as a Merrill Presidential Scholar. He also holds a Master of Arts majoring in Statistics from Harvard University.

Wee Lee is a non-executive independent Director at QAF Limited and an advisory board member of the Singapore Management University College of Integrative Studies (CIS).

Joy Jinghui Xu
Group Chief People & Culture Officer

Joy Xu was appointed Group Chief People & Culture Officer in August 2023, responsible for leading DFI's People & Culture and operationalise its ambitious People & Culture Strategy across all functional areas, formats and banners in all markets.

Joy brings 30 years of international expertise in HR leadership roles across the globe, having worked in the US, China, UAE, Germany and Hong Kong. She previously held leadership roles at Procter & Gamble, PepsiCo, Sandoz (formerly a Novartis company) and Manulife.

Joy has received numerous international awards for her contributions to HR, including being named a Global Rising Star by Global Women Forum in 2007 and 2008. She was honoured with an HR Excellence award by World HRD Congress in 2010 and named one of the 501 Most Fabulous Global HR Leaders by the same organisation in 2020. In 2022, she received the Imergey Luminary Award and in 2024, she was named one of Asia's Most Inspirational Women in Leadership by House of Rose.

Joy served as a board director at LumiVoce Foundation Limited, a Hong Kong-based education charity supporting biodiversity learning through the arts.

Joy holds a bachelor's degree in applied English from the South China University of Technology and a postgraduate degree in organisational leadership from Saïd Business School, University of Oxford.
