

**CHO PEI LIN**

## Curriculum Vitae



*Cho Pei Lin*  
Managing Director

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**Pei Lin** is the Managing Director of APRW Pte Ltd, one of Singapore's oldest and largest communication and digital marketing agency. Her forte includes providing strategic PR consultancy in **public affairs** and **public education** campaign communications, **corporate**, **litigation** and **crisis communications** and **government relations**. Her strong acumen for developing creative and effective communication strategies has seen her sought after by clients ranging from government agencies, to global listed companies and non-profit organizations.

As the Managing Director, she guides the company towards long-term business goals and played a pivotal role in growing APRW from a boutique agency to a regional agency that is part of the largest global network of independent communication agencies.

A law graduate from the National University of Singapore, Pei Lin was called to the Singapore Bar in 2001 and practiced as a litigation lawyer with one of the top law firms in Singapore. That was when she identified the lack of litigation communications services in the region, and became a pioneer in introducing Litigation PR to Singapore.

Over the years, Pei Lin has provided clients with rich insights and in-depth experience on crisis communications or disputes in areas such as data breaches matters including cross-borders data breaches, data breaches involving personal data of more than 800,000 and global ransom of business information; consulting and advising various organisations with response to criminal investigations and prosecution and civil litigation matters; global retrenchment exercises; assisting the biggest global food service manufacturer over a product recall; taking a case to the “court of public opinion” on behalf of a company wrongly accused of anti-competition; providing advice about internal and external communication related to management changes and reputation damaging allegations; intentionally drawing media and public attention to litigation by a small corporation against prominent businesses and governmental entities; a privately held company’s divestiture of shares in a manner without alarming stakeholders; fires, worksite accidents, death of prominent personalities and funerals of persons with high media and public interest and other emergencies.

In the area of Public Affairs work, Pei Lin led the strategic communications efforts for the annual Total Defence campaign for more than 10 years. She also worked with the Ministry of Social and Family Development for the amendments to the Children and Young Persons Act in 2019 and 2020, the enactment of the Mental Capacity Act by the Office of the Public Guardian and the enactment of the Re-Employment Act with the Ministry of Manpower.

Most recently, she led the communications and media relations for the commemoration of 55 years of the Republic of Singapore Airforce (RSAF) in 2023. She also was the key lead for the communication planning for the commemoration of 50 years of the Republic of Singapore Navy in 2017 and RSAF in 2018. In 2015, she led the integrated marketing, communications and events of SAF50 and provided strategic PR work for the whole-of-government communications approach towards SG50. Other nation-wide campaigns included the strategic media relations work for the launch of a nationwide campaign “*Way to Go!*” for the National Productivity and Continuing Education Council; the Boys’ Brigade Share-a-Gift Box project; *Sing, Love* music project; and the Families for Life Celebrations.

When it comes to communication plans and media relations for real estate projects, few in Singapore can match Pei Lin's experience. She was the key lead for projects like Perfect Ten, Guoco Midtown, Meyer Mansions, Martin Modern, Wallich Residence, Park Place Residences at Paya Lebar Quarter, Gem Residences and Lake Life.

Other clients over the years include Axa Singapore, China Construction, China Railway Tunnel Group, China Sonangol, CK Asset Holdings, Evia Real Estate, Gamuda Land, GuocoLand Singapore, Hope Technik, I Love Children, IMC Pan Asia Alliance Group, ISE Foods Holdings, Nestle Singapore, Nexia TS, Ngee Ann Kongsi, NTUC, NTUC Enterprise, OKP Ltd, PAP Community Foundation, PUTIEN Holdings, Qingjian Real Estate, Singapore National Co-operative Federation and The Cathay Group.

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**Pei Lin concurrently holds the following appointments:****Social Services**

National Volunteer & Philanthropy Centre, Board Member  
National Council of Social Services, Board Member  
Boys' Brigade Share-a-Gift Committee, Member  
Community Chest, Committee Member

**Grassroots**

Southwest CDC, District Councillor

**Education**

The Fairfield Methodist Schools Board of Management, Member  
The Fairfield Methodist Schools Alumni Association, Vice-President

**Professional**

Singapore International Mediation Centre, Specialist Mediator  
Singapore Mediation Centre, Accredited Mediator  
The Law Society of Singapore, Associate Member  
Institute of Public Relations Singapore, Accredited PR Practitioner