

Roy Ang

EXECUTIVE DIRECTOR AND HEAD OF BUSINESS DEVELOPMENT
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OPERATING AS WITHERS KHATTARWONG LLP IN SINGAPORE.



Roy is Executive Director and Head of Business Development and Marketing in Asia.

As Executive Director, Roy leads the business services function and teams in Asia Pacific. He co-develops and implements business strategies with the firm's Asia partners and senior management, ensuring alignment with global leadership.

Roy drives organisational efficiencies within our Asia offices to enhance profitability. He works closely with managing partners of the respective Asia offices on regional integration and daily operations, fostering a cohesive and positive work environment.

He also spearheads our business sustainability efforts in Asia, engaging partners through our Withers Responsibility Framework.

In 2020, Asia Law Portal listed Roy as one of the "30 people to watch in the business of law in Asia".

Additionally, Roy is the APAC Head of Marketing & Business Development. He manages and provides the strategic direction for APAC-focused marketing initiatives such as pitch production, campaigns, digital marketing, press relations and client research. He works alongside a talented and highly driven marketing & business development team in Asia and globally.

In 2017, Singapore Business Review named him one of Singapore's 10 "Most Notable Chief Marketing Officers Aged 40 and Under" and was the only law firm marketing professional.

Track record

Brand recognition

Elevated the brand recognition of Withers KhattarWong and its lawyers in a competitive legal market, with a focus on business owners, investors, in-house counsel, financial institutions and other lawyers.

Asia focused thought leadership

Developed the firm's first Asia-focused thought leadership publication and a quarterly newsletter (With Insights), which showcased the expanded range and depth of expertise which clients can expect from Singapore.

Paid client seminar

Organised the firm's first paid client seminar which attracted over 300 attendees.

Talks

- Speaker, "Legal Tech Primer session: What works for you? Professional Networking, Client Management and Business Development Platforms", TechLaw.Fest 2018, April 2018

External publications

"You Are Never Too Young to Develop Your Business" The Law Gazette - part of the August 2018 Special Issue produced for the newly called lawyers of Mass Call 2018

"Using LinkedIn to Disrupt Your Business As Usual (Part I & Part II)" The Law Gazette - Official publication of the Law Society of Singapore, March and April 2018 (subsequently republished in the Singapore Academy of Law)

"Content marketing for lawyers - The secret sauce to grow your business", The Law Gazette - Official publication of the Law Society of Singapore, October 2017 (subsequently republished in the Singapore Academy of Law)

"Is account-based marketing here to stay?", Marketing Briefing, Singapore Business Review, June - July 2017

"Why digital marketing matters to lawyers and how to get started", Asia Law Network, March 2017

Education

Singapore Management University, Bachelor of Business Management (Summa Cum Laude)

Languages

English

Memberships

The Society of Trust and Estate Practitioners (Singapore Chapter) - Affiliate

EDB Society

ST Endowment Program - Alumni

Key dates

Year joined: 2015

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