



For Immediate Release

## **Vivien Khoo Joins Private Wealth Management Association as Chief Executive Officer and Managing Director**

*Hong Kong, 15 January 2024* – The Private Wealth Management Association (PWMA) today announced the appointment of Vivien Khoo as Chief Executive Officer and Managing Director, effective 16 January. She will report directly to the PWMA Executive Committee.

**Amy Lo, Chairman, Executive Committee of PWMA**, said, “We are delighted to have Vivien on board to lead the PWMA in its next chapter of growth. Vivien brings a unique combination of experience in wealth management, fintech, compliance and regulatory oversight, all of which are important forces shaping the private wealth management landscape. We look forward to her leadership as our industry continues to embrace new opportunities and transform.”

Vivien joins the PWMA with more than 25 years of extensive experience in wealth management, advocacy and research for digital assets, compliance and regulatory oversight. Vivien brings a unique combination of experience and skills to the role. She worked with the PWM business for her entire 19 years working at Goldman Sachs, taking part in Goldman’s initial engagement with the PWMA, and went through different market and regulatory reforms as part of her remit in compliance and risk management for the firm.

**Vivien Khoo** said, “I am delighted to join PWMA as its CEO and Managing Director. Against the backdrop of a well-established digitalization trend in Hong Kong and the resilience demonstrated by the private wealth management industry, I am looking forward to working closely with the Executive Committee and members of PWMA, to maintain the momentum in seizing new opportunities and enabling the private wealth management industry to make a significant contribution to Hong Kong's status as an international financial center.”

A passionate advocate for diversity and inclusion, Vivien is the founder of W3W, an organization that provides sponsorship, education, access and leadership mentoring to women interested in digital assets. She is also a board member of Inspiring Girls.

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### **About the Private Wealth Management Association**

The Private Wealth Management Association is a Hong Kong-based voluntary association incorporated as a company limited by guarantee. The main objectives of PWMA are: to better position Hong Kong as the private wealth management hub in the region by promoting and encouraging the growth and development of the PWM industry in Hong Kong and to help maintain Hong Kong's status and competitiveness as a major financial centre; to provide a forum for members to discuss and exchange views on trends and challenges faced by the PWM industry and how to strategically position for these trends and challenges; to promote proper conduct, integrity and high standards of professional competence on the part of PWM practitioners; to provide industry representation and consultation in Hong Kong on PWM-related matters; and to serve as a channel for the private wealth management industry to maintain ongoing dialogue with governments, regulators, trade bodies and non-governmental organisations.

The PWMA currently has 42 Full Corporate Members and eleven Associate Members with a 12-member Executive Committee serving as the Association's governing body. For more information about PWMA membership, please visit our website at: <http://www.pwma.org.hk>.

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