



Mr Tay Choon Hong
Chief Executive, Health Promotion Board

Mr Tay Choon Hong is the Chief Executive of the Health Promotion Board (HPB), which is part of the Ministry of Health in Singapore. HPB's role is to empower individuals to take ownership of their health, towards its vision of a nation of healthy people. To achieve this, HPB works with a wide spectrum of 3P partners and stakeholders to build a supportive ecosystem that enables Singaporeans to engage in healthy lifestyle activities, and lead healthier lives.

Prior to this, Mr Tay was the Senior Director (Youth) in the Ministry of Culture, Community & Youth, and concurrently Deputy Chief Executive of the National Youth Council. He led the review of policies and programmes aimed at developing youths to be future-ready and committed to the nation. Mr Tay also served in the Public Service Division, where he oversaw the Public Sector Transformation change movement aimed at strengthening capabilities in innovation, collaboration, service delivery, employee engagement and citizen engagement.

Mr Tay previously served in the National Population and Talent Division, the Ministry of Manpower, and the Ministry of Home Affairs.

Mr Tay graduated from Carnegie Mellon University with dual Bachelor's in Electrical and Computer Engineering, and Economics. He also holds a Master of Science in Management from the Stanford Graduate School of Business.

Quote: "Providing safe, healthy and conducive environments should be the top priority of every organisation, to nurture an engaged and committed workforce, and improve organisational health and productivity."