

# MEDIA COVERAGE

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## EXCLUSIVE

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### Find out what RHB Investment Bank's new director is brewing up

3 goals are under way.

Asian Banking & Finance caught up with RHB Investment Banks's new director and head of Institutional Equities Asia, Lena Yong (LY). Here's what she shared to the team about her appointment.

#### ABF: What makes you excited about your new position?

Post the merger of RHB and OSK, the group has a distinct advantage - a dominant Malaysian banking group in RHB with an enterprising investment bank in OSK - makes us stronger and more dynamic than ever. The combination can be so potent and I am thrilled to get the chance to harness and work with that underlying energy from this 'marriage'.

#### ABF: What three goals are you focused on?

My three most important goals are raising revenue, raising the profile of the investment bank and expanding our market coverage so that we will ultimately have a global footprint.

#### ABF: What will you do differently in this position?

We will aim to think, move and work as one big powerful team. At present, the merger is slowly sinking into every level of the business. I hope to drive direction and purpose in the institutional equities teams so all of us will have a common goal.

#### ABF: What changes are you planning for?

The most important change I foresee is the change in mindset. Once we get past that, everything will appear significantly easier.

#### ABF: What are your key business philosophies?

My favourite quote is by Jim Rohn who says: "Success is doing ordinary things extraordinarily well". My other favourite saying is: "Hard work never killed anyone!"

#### ABF: What previous positions prepared you for this one and how?

A lot of my previous work experience with the international broking fraternity has helped form my opinions of what I consider are key ingredients in a successful equities business. Working with a regional house like UOB Kay Hian has also made me understand what are the necessary things that should be in place in order to drive sales. The fact that there is an efficacious and discerning board who has been all supportive of our efforts to instill change has made the first main step in the right direction significantly easier for me.

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