

The Asset Update

RHB Investment Bank appoints head of institutional equities in Asia

07 Nov 2013 by The Asset



Yong

RHB Investment Bank has appointed Lena Yong Oi Ling as director, head of institutional equities Asia to be based in its Singapore investment banking arm, DMG & Partners Securities.

Highly experienced in the Asean institutional equities market, Yong brings with her more than 25 years of sales experience in the financial services industry. She holds a professional degree in company secretaryship from the Institute of Chartered Secretaries and Administrators, London.

Before joining the RHB Banking Group, she was attached to UOB Kay Hian, Singapore as the head of institutional sales (Asia). Prior to that appointment, she headed the sales teams in regional and international equity houses such as CLSA Asia-Pacific Markets and the Australian-based investment bank, Macquarie Group.

Yong first started her career as a corporate journalist for Business Times Malaysia in 1982. In 1998, she joined the stockbroking industry with Baring Securities Malaysia as a research analyst. She later moved to SG Warburg Securities Malaysia in 1992 and was eventually appointed as associate director of research with UBS.

In November 2011, she founded LIAM Consultants with to impart knowledge on the institutional sales front to dealing representatives for the SGX Academy. She is also an avid advocator of financial literacy where she educates students aged between 10 and 19 years in the area of money management.

In her current role with RHB Investment Bank, she will oversee the overall business functions of the institutional equities division. This includes driving institutional equities businesses across the group including Malaysia, Singapore, Hong Kong, Thailand and Indonesia.

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