



TAN HOOI LING

Co-Founder of Grab

"Unlocking the true social and economic potential of Southeast Asia and the millions of people we serve."



Tan Hooi Ling is the Co-Founder of Grab, Southeast Asia's leading on-demand transportation and mobile payments platform. She oversees critical pillars of Grab's operations, focused on business strategy and growth, analytics, customer experience and people operations.

Prior to returning to Grab in 2015, Hooi Ling led high priority strategic and operational projects for Salesforce.com in San Francisco. There, she specialised in Corporate Strategy, Corporate Operations, Pricing Intelligence & Monetisation.

She was also previously a consultant at McKinsey & Company, advising global corporations in Southeast Asia, North America, Latin America and Australia.

Hooi Ling has a Bachelor of Engineering (Mechanical) from the University of Bath, and a Master of Business Administration from Harvard Business School.

She finds joy in picking up new skills and experiences. Some of her favourite activities include swing dancing, snowboarding, and playing the ukulele.