

# BEACHHEADS EAST ASIA



## Wendy Lai

Beachheads Advisor,  
East Asia

### Advisory areas

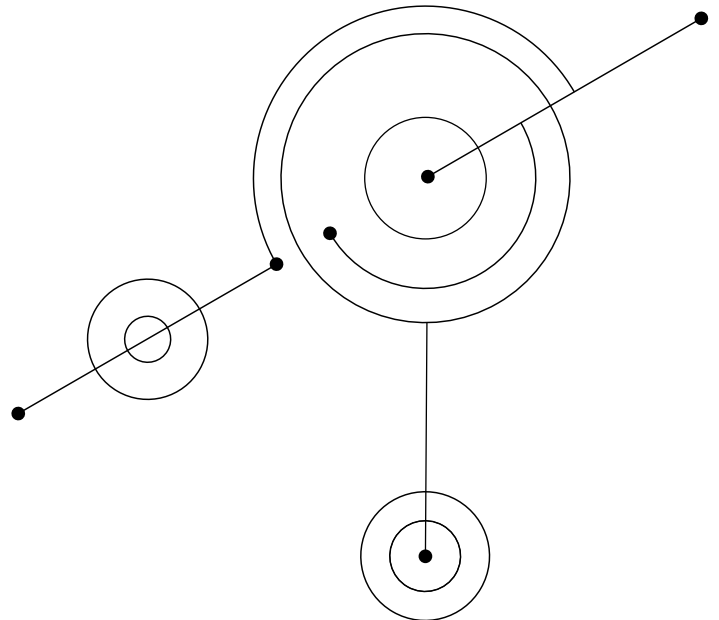
- Strategy
- Innovation
  - Digital
  - M&A
- Business model transformation
- Performance leadership

### Sector areas

- Tech services
  - Health
- Financial services

### Geographies

- Singapore
- South East Asia



Located throughout New Zealand and around the world, our Beachheads advisors are a network of private sector experts who offer perspective and insights to help New Zealand companies shape the direction of their business.

Wendy has built her career around improving organisations' performance with clever strategies and brings a wide range of experience and expertise to the Beachheads team.

Based in Singapore since June 2016, she has worked in New Zealand, Australia, Asia and the United States, and knows what it takes to succeed internationally.

Wendy has held leadership roles throughout her career, and is the South East Asia Deloitte Strategy and Operations leader.

She has a practical mindset in her approach to helping companies develop and implement competitive strategies to increase market share, reduce costs and improve productivity. In today's world, this typically involves digital tools wrapped around a new operating culture.

Wendy is able to draw on her experience working in New Zealand to help companies equip themselves to succeed in the South East Asia region.

In New Zealand, she held a number of board appointments, including Deloitte (NZ), Counties Manukau Health (Deputy Chair and Chair of Audit and Finance), Te Papa The Museum of NZ (Chair of Audit and Finance), Avanti Finance and Ziera (Chair).

