

Nomination Form

SECTION A (FOR PUBLIC PROFILE)

Note: You hereby consent to the below particulars set out in this **Section A** to be made public to the Association as part of the electoral process

A.1 Public Profile of Nominee

Name of Nominee: Holly Fang

Company: Aspire FT Pte. Ltd.

LinkedIn Profile: <https://www.linkedin.com/in/hollyhfang/>

Position in Committee: President
being nominated for



Insert Headshot or
provide an e-photo

A.2 State if any professional memberships / certifications:

NA

A.3 State your professional experience and expertise:

(Please keep your response to 200-250 words):

Holly Fang is the global Head of Network at Aspire, a Singapore-based fintech which provides all-in-one financial workflow solutions to SMBs. As part of Aspire's leadership team, Holly oversees network expansion strategy and execution, leading the team in building out Aspire's network of financial partners globally. Prior to Aspire, Holly was the VP of Financial Partnerships for APAC at global fintech, Airwallex, where she led strategic partnerships with financial institutions, and also served as Executive Director on Airwallex's Singapore board, overseeing local operations and growth in the region. Holly started her career with the Singapore Economic Development Board, where she led investment promotion and industry development for the Infocomms and Technology sector.

A.4 Personal Statement

(Please describe in detail why you should be elected to the Committee – Please keep your response to 200-250 words):

As a passionate advocate for fintech innovation and collaboration, I am honoured to present my candidacy for the presidency of SFA. My journey through leadership roles in both global and local fintechs, and my experience leading public-private partnerships during my time as a public servant, has equipped me with the strategic vision, operational expertise, and commitment to inclusivity needed to guide SFA into its next phase of growth.

Having spent over a decade bridging organisations across government agencies, large financial institutions and the fintech ecosystem, I bring a unique perspective to fostering innovation and creating opportunities. My tenure at the EDB gave me the experience to drive and coordinate industry-wide initiatives that strengthened Singapore's tech ecosystem. At both Aspire and Airwallex, I have built up global networks of financial infrastructure from 0 to 1, enabling direct connectivity for payment innovation. These experiences have reinforced my belief in the power of strategic partnerships to drive meaningful outcomes.

If given the opportunity to be SFA's first female president, I aim to champion for continued inclusion, ensuring that all voices in our fintech community are heard and represented. My priorities include deepening membership value through fostering stronger partnership and collaboration within and across our membership community, enhancing accountability and transparency, and strengthening SFA's network and influence regionally and globally.

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A.5 Contribution to the Committee and the SFA community

Being elected to the SFA Executive Committee comes with significant responsibilities.

As an official SFA representative, you will be given the opportunity to represent SFA in various official events and engagements. You are expected to contribute proactively towards the setting of SFA's strategy and support the secretariat in executing the work plan.

ExCo members will be roped into smaller working groups from time to time to contribute to the different SFA initiatives and provide oversight on certain projects.

ExCo members will also be expected to meet up every fortnightly with the senior team of the secretariat to review and discuss SFA's progress.

Extra fiduciary duties will be assigned to office bearers.

Please describe how you envisage that you will contribute to the Committee and the level of commitment (e.g., time and areas of focus) you expect to provide commensurate with your skillset and reasons given in your Personal Statement above, and anything else that you think the Committee and the SFA should be focused on in the next 2 years (please keep your response to 200-250 words):

I am running with an exceptional group of fintech leaders for the new Exco. Together, we believe that the role of the SFA Exco is to foster and build an inclusive community of members, and to be the voice for that community - both in Singapore and internationally. Building on the strong foundations of the current exco under Shadab's leadership, we have jointly identified four main pillars of focus for our term - if elected by the members that we will serve:

1. **Partnerships** - Connecting our members with partners, investors, and prospective clients, fostering partnerships within and across the ecosystem to create value and drive business growth.
2. **Innovation** - Creating opportunities for engagement with MAS, relevant government agencies in Singapore, and international regulators to promote responsible innovation through dialogue and collaborative initiatives.
3. **Internationalisation** - Working closely with MAS, ESG, and GFTN to grow the SFA's network and influence regionally and globally. Leveraging national platforms to advocate for our members and support them in their global expansion journey.
4. **Talent Development** - Helping our community with talent building and development, working with members and educational stakeholders to expand access to talent and deepen the talent pool in Singapore.

During the term, I aim to focus on strengthening the value of the SFA membership, including building out a members directory and partner ecosystem to encourage product/services adoption and collaboration amongst members. I propose implementing enhanced accountability measures, such as annual ESG and transparency reports, to track SFA's impact and to build trust within the community.

I am committed to dedicating a third of my time, and more if needed, to ensure SFA's continued growth and success over the next two years.

For more information, please reach out to us at nomination@singaporefintech.org

SECTION B (CONFIDENTIAL)