

## **R3 ADDS TWO FINANCE AND CONSULTING TALENTS**

**Singapore, November 25<sup>th</sup>, 2008** – Despite the economic downturn, R3 has added additional talent to its marketing consultancy to service its clients on a local, regional and global basis.

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Senior Consultant Elfrida Szeto and Financial Consultant Ashley Tay have joined the company from November.

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Elfrida is a Masters of Business Graduate from the Royal Melbourne Institute of Technology with more than a decade of experience working with local and regional marketers from a Singapore base. Her most recent assignments include running the SKII business at Leo Burnett Singapore and the HP business at sister agency Publicis.

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“We’re excited to have Elfrida expand our team as she’s proven her abilities on some of the biggest brands active in this region” said Goh Shu Fen, Principal of R3. “We’re sure she will add value to the efficiency and effectiveness of our long term clients” she added. [www.rthree.com](http://www.rthree.com)

“I joined R3 because they are one of the few marketing consultancies with a truly ‘geography-neutral’ perspective” said Ms Szeto. “Already, we’ve been engaged in three global agency reviews as well as several Asia Pacific initiatives – there’s a lot of shared learning and opportunities to drive greater improvement” she added.

Ashley is a BSc graduate of the Nanyang Technological University, majoring in Accounting, and is a Certified Public Accountant with living and working experience across Asia Pacific and the Middle East. In her most recent role, she was Financial Controller of Leo Burnett, Arc Worldwide and Starcom Singapore, managing the financial functions for P&G, GM and HP amongst other clients. Prior to this she has experience at an Aegis Group company and at PwC in Singapore and the Middle East.

“Ashley uniquely combines the quantitative nature of marketing cost management with the qualitative skills needed to assess talent, chemistry, process and effectiveness” said Goh Shu Fen, Principal of R3. “We’ve already got her involved in a number of assignments which only a real CPA with multi-market knowledge could make such a positive contribution” she added

“I see real potential in helping marketers and agencies leverage each other’s talent to drive brand performance” said Ms Tay. “The financial focus for the future for marketing costs will not be about ‘how cheap’, but instead about ‘how valuable’ and it will be an exciting period to help play a leading role in measuring this” she added.

### About R3

R3 is an independent marketing consultancy whose aim is to improve the efficiency and effectiveness of Asian marketers and their agencies. Founded in 2002, it works with Coca-Cola, JNJ, Singapore Airlines, Lenovo, VISA, GSK and other leading marketers

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**Ashley Tay, Financial Consultant**



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