

PrimeTime Member Spotlight

September 2008

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

Judy Howison
Director, Consulting for Global
Business

Personal talk ...

Connections: Where are you from originally, and how long have you been in Singapore?

Judy: I was born in Melbourne, Australia, and I have been in Singapore for 12 years.

Connections: Have you lived in other foreign countries? If so where?

Judy: I have lived in England, Germany, Hong Kong and Scotland - my husband and children are Scottish.

Connections: What brought you to Singapore?

Judy: My husband was transferred here.

Connections: What do you enjoy most about living here?

Judy: I love the variety of activities both in Singapore and the surrounding region and it's great to be able to interact with people from so many different nationalities and walks of life. I also like the great local food and weather, the availability of excellent home helpers and the clean and safe environment.

Connections: What are your interests and hobbies?

Judy: I enjoy sailing, music, reading, going to the theatre and exploring new places.

Connections: Have you had any particularly interesting experiences you would like to share with us?

Judy: One of my favourite experiences was cruising in the Andaman Sea and the Gulf of Thailand, exploring unspoilt coastline and idyllic islands.

Connections: Which are your favourite restaurants/shops/places to go?

Judy: I like Little India for wonderful dosa; The French Stall on Serangoon Road for hearty French fare; Joo Chiat area for Peranakan food and Changi Sailing Club – Singapore's secret hideaway – for a glass of chilled white wine and to enjoy the sunset.

Connections: What one thing would you like to accomplish in your lifetime?

Judy: I would love to sail away to South America, the Caribbean and the Baltic, and then back to the Pacific Islands.

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Professional talk ...

Connections: Please tell us about your business.

Judy: Consulting for Global Business offers services in Human Resources, Careers Counselling, Business English and Skills Coaching on a consultancy basis to a select group of clients throughout Asia.

Connections: What did you do before you started your own business?

Judy: I was Managing Director of an executive search firm based in Singapore, with responsibility for the Hong Kong market as well.

Connections: How long have you had your own business?

Judy: 5 years.

Connections: How did you get started?

Judy: I took a CELTA (Cambridge University Certificate of English Language Teaching for Adults) with the objective of providing English language and skills coaching to companies.

Connections: What were the toughest challenges you've faced as an entrepreneur with your own business?

Judy: Managing to keep a good pipeline of business consistently was challenging.

Connections: What do you enjoy most about having your own business?

Judy: I like having complete flexibility over my schedule, which allows me to visit my family and participate in sailing regattas around the region.

Connections: Have any of the PrimeTime programs helped you in starting or growing your business?

Judy: I regularly attended the Small Business Group and occasionally the HR and Marketing groups, all of which provided motivation and inspiration.

Connections: Any advice for those thinking of starting their own businesses in Singapore?

Judy: Network, network, network! I would also recommend taking part in PrimeTime subgroups and Chamber of Commerce business breakfasts where appropriate.

PrimeTime talk ...

Connections: When did you join PrimeTime and how did you find out about it?

Judy: I joined in 1997 and found out about PrimeTime through the grapevine. There was no website in those days!

Connections: Which PrimeTime subgroups do you belong to?

Judy: I subscribe to HR, Marketing, Arts and WineTime.

Connections: Do you volunteer at PrimeTime? If so, in what areas have you become involved?

Judy: I was Secretary in 1998, Volunteer Coordinator in 1999 and WineTime Chair from 2005-2007. I was also on the 10th anniversary committee and I have volunteered on the registration desk and for various other activities.

Connections: What do you personally feel are the benefits of being a PrimeTime member?

Judy: PrimeTime provides an informal professional platform for interest groups and business opportunities. Aside from the huge benefits that networking can offer, PrimeTime also offers an opportunity to forge life-long friendships.

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Connections: Which was the most interesting or inspiring PrimeTime event you've attended?

Judy: In February 2006 and accomplished panel of women including sportswoman Elaine Chua and global businesswoman, Kathleen Trainor, spoke about their dreams and visions for the future. I was the moderator and at the end of a very thought-provoking and inspiring evening, I asked the panellists to leave us with one single message. They all agreed: "You can do whatever you want to do. It is in your own hands."

Thank you Judy!