

PrimeTime Business and Professional Women's Association

Information regarding 2024-2025 Board nominees

We are pleased to share the following information on our 2024-2025 Board nominees:

President – Vacant*

Vice-President – Vacant*

Events Director: Vacant*

Membership Director: Vacant*

Secretary: Anne Kariithi



Anne is a seasoned lawyer with over 15 years of experience, having been trained across three jurisdictions: England and Wales, Kenya, and the USA. Her expertise spans a diverse range of legal matters including contracts, business entities, investments, litigation, and arbitration.

Anne's dedication extends beyond her professional endeavours; she is deeply committed to advocacy work, particularly in the realm of women's rights and international law. Her passion for empowering underserved communities is evident through her involvement with NGOs and pro bono initiatives.

Outside of her legal career, Anne finds joy in exploring new destinations, indulging in baking adventures, and embracing the tranquillity of the outdoors.

Treasurer: Katja Zehner-Hinchcliffe

Katja brings over 15 years of extensive finance expertise to PrimeTime. Her journey in the finance realm encompasses roles within both the retail and digital sectors, where she has honed her skills in financial control, strategy development, mergers and acquisitions, and financial reporting.

After relocating from bustling London to vibrant Singapore five years ago, Katja prioritized her family commitments. Now, she stands ready to reignite her professional journey, eager to contribute her wealth of experience to PrimeTime's mission.



Beyond her finance acumen, Katja is deeply passionate about sustainability initiatives and actively seeks ways to integrate them into her personal and professional life. During her leisure time, she enjoys creating lasting memories with her children, engaging in invigorating tennis matches, exploring diverse culinary delights, and advocating for sustainable practices.

Marketing Director (Internal): Alison Cowan

Alison is a seasoned marketing director with over 15 years of experience spanning both the B2C and B2B sectors. Her expertise lies in crafting and executing comprehensive marketing strategies that drive business growth. Having worked with global brands, Alison has led teams across the UK and APAC regions, successfully launching products and campaigns worldwide.

Originally from Belfast, Northern Ireland, Alison recently made the move to Singapore with her family, bringing with her a wealth of marketing acumen.



Outside of her professional pursuits, Alison finds joy in spending quality time with her young daughter and indulging in a variety of activities such as yoga, language learning, and immersing herself in literature.

Marketing Director (External): Esther Benschop

Esther is a seasoned communications specialist with over two decades of experience in spokesperson roles, strategic advice, and managerial positions. Her career journey began in the energy sector, where she served as a spokesperson for various energy companies and governmental entities. Esther's transition into communications management for governmental ministries further solidified her expertise in the field.

Since relocating to Singapore in 2021, Esther has actively immersed herself in the local community, establishing her own communications consultancy and actively participating in PrimeTime's initiatives.

Beyond her professional endeavours, Esther finds solace in nature, cherishing quality time with her family and exploring the great outdoors.



Programmes Director: Ling Chong



Ling brings over 16 years of global HR leadership experience to her role as Programmes Director. Throughout her career, Ling has navigated diverse cultural workforces across regulated industries, demonstrating proficiency in talent management, performance strategies, and operational scaling.

Passionate about supporting women in their careers, Ling previously served on the PrimeTime Board as the Events Director and is now poised to lead the Programmes team for the current term.

Partnerships Director: Milita Dsilva



Milita's expertise in integrated marketing plans and brand partnership marketing spans Singapore and India. With a Master's degree in marketing management and a wealth of experience in the FMCG industry, Milita brings a unique perspective to the Partnerships Director role.

Her commitment to community enrichment is evident through her involvement with PrimeTime and various volunteering endeavours.

Volunteer Director: Sarah Lo



Sarah is an esteemed Director with a distinguished career spanning 30 years in Retail and Financial Services. Known for her operational leadership and strategic acumen, Sarah is deeply committed to driving positive change and supporting talent development.

Her collegial and professional approach makes her a trusted advisor and a valuable asset to PrimeTime's volunteer initiatives.



* As we gear up for the new board term of 2024-2025, we have a few vacant positions on the board to fill. We are currently seeking nominees for the roles of President, Vice-President, Events and Membership Directors. Identifying passionate and dedicated individuals to fill these key positions will be a top priority for the incoming board.

If you're interested in taking on a leadership role and making a meaningful impact within PrimeTime, we encourage you to step forward and express your interest. Please reach out to the Volunteer Coordinator for further details at volunteer@primetime.org.sg.

We also want to take this opportunity to express our gratitude to all candidates who applied for a board role within the 2024-2025 term. Your motivations, competencies, and skills were truly impressive and underscored the wealth of talented women within our community. Thank you for your commitment and dedication to PrimeTime.

Next steps

It's time for our members to vote in the new Executive Committee that will lead PrimeTime in the coming year. Join us at our Annual General Meeting (AGM) on **Thursday, May 9th, 2024**, for an evening of camaraderie, dinner, and wine. It's a fantastic opportunity to connect with fellow members and have a good time with other brilliant women.

Please note that the AGM is a members-only event. If you're interested in attending and being eligible to vote, be sure to join or renew your membership here.

We look forward to seeing you there!

Yours sincerely,
PrimeTime Nominations Committee 2024