

PrimeTime Business and Professional Women's Association Information regarding 2026-2027 Board Term Board Nominees

We are pleased to announce our 2026-2027 Board Term Board nominees:

President – Dr Grace Chew



Dr Grace is a strategic business leader with over 33 years of international experience across industries such as aviation, hospitality, energy, and industrial services. She is the Founder and Executive Director of G Gianna Consultancy Pte Ltd, and currently serves as Senior Client Engagement Manager at RGP Management Consulting. Grace holds a PhD in International Business Management and is a faculty member at the European Institute of Management.


A certified board director with the Singapore Institute of Directors, Grace has held multiple non-profit board roles, including her previous tenure as Volunteer Director at PrimeTime (2016–2018). Originally from Malaysia, she became a Singaporean citizen in 2008. Grace brings a strong commitment to inclusive leadership and mentoring, alongside a passion for arts, painting, marathon running, and cultural travel.



Vice-President – Raisa Cervantes*



Raisa brings over 7 years of experience in the energy sector, specializing in commodity trading, risk management, and market strategy. She has worked across Mexico and the U.S., collaborating with leading organizations such as Hartree Partners, CFE International, and CF Energía.

With a strong background in decision-making, strategic planning, and leadership, Raisa has a proven track record of driving results through effective collaboration and innovative problem-solving. She is passionate about creating growth opportunities, building strong teams, and fostering impactful change. Raisa holds a BA in Economics and a Diploma in Energy Economics from ITAM, Mexico, and is committed to empowering women in business and promoting global connections.

	<p>A native Spanish speaker, Raisa is fluent in English and conversational in French and Portuguese. She thrives on working with diverse communities and sharing her expertise to create meaningful outcomes in dynamic environments.</p>
<p>Secretary - Ho Chee Jia</p> 	<p>Ho Chee Jia is a Singapore qualified lawyer with over a decade of specialist family law experience in Singapore. Her practice involves all aspects of family law ranging from matrimonial law, private wealth and trusts, wills and probate, mental capacity and adoption matters.</p> <p>In particular, Chee Jia has specialist experience in contentious family disputes, ranging from contentious estate and probate matters to divorces and associated ancillary matters, interlocutory applications such as maintenance, child custody and interim injunctions to cases of domestic violence and children's issues. She also has experience dealing with complex cross-border cases involving international child abduction, the Hague Convention, ancillary relief in Singapore consequent upon overseas divorces and relocation applications.</p> <p>Chee Jia is acutely aware of the sensitivities of private client matters and believes in providing holistic legal solutions to each client's problems. She sees providing comfort and peace of mind to her client as an integral part of her practice.</p> <p>Chee Jia is passionate about the development of family law in Singapore. She is a member of the Law Society of Singapore's Family Law Practice Committee. She is also an accredited mediator with the Singapore Mediation Centre.</p>
<p>Treasurer - Linda Lim</p>	<p>Linda Lim is a senior finance professional with over 20 years of experience in business partnering, strategic planning, and financial stewardship, having worked with Fortune 500 companies and a leading international audit and consultancy firm. She has a proven track record in implementing strong financial governance, managing complex budgets, and supporting sustainable growth across sectors including in life sciences and healthcare.</p>

	<p>Throughout her career, Linda has been recognized for her analytical expertise, collaborative leadership, and ability to drive process improvements in multicultural environments. She has actively mentored new professionals as they transition into their careers, supporting their integration and growth within the organization. Linda is also an advocate for advancing women's empowerment through financial literacy.</p> <p>Linda remains actively engaged with the professional community through continuous learning, networking, and development opportunities. Outside of work, she enjoys reading, dance, and pilates.</p>
<p>Membership Director - Cynthia Reid</p>	 <p>With over 23 years of experience in the financial industry from Australia, Hong Kong to Singapore, Cynthia has developed a strong expertise in financial analysis, risk management, and optimising business outcomes to drive growth and engineer innovation. A Chartered Accountant armed with a Bachelor of Economics, an MBA, an advanced education in Financial Engineering from Stanford University, her education has equipped her with a solid foundation in international finance, financial modelling, and strategic planning.</p> <p>Outside of work, she has dedicated half of her life in competitive running and coaching, demonstrating that she is capable of aligning mindset to purpose across multiple disciplines in sports and life.</p>
<p>Volunteer Director - Amrita Shah</p>	<p>Amrita Shah is an Associate at PwC Singapore, where she works within Technology Risk Services advising multinational banking clients on regulatory compliance, technology governance, and cross-regional delivery.</p> <p>Her consulting experience has sharpened her ability to navigate complex stakeholder environments, manage multiple workstreams, and communicate across disciplines.</p> <p>She graduated from the Singapore University of Technology and Design with Honours with Distinction in</p>



Computer Science and Design, specialising in AI and Finance. Her background in both technology and business gives her a strong foundation for bridging strategy and execution.

Amrita is a committed volunteer tutor and believes deeply in mentorship, community building, and creating spaces where women support one another across generations and career stages.

When she's not working, Amrita can be found training for her next marathon, planning her next dive trip, or curled up with a good book. She is an avid traveller who draws energy and inspiration from exploring new places and cultures.

Marketing Director - Rhian Robinson




Rhian Robinson is the Managing Director of the award-winning global social media consultancy Battenhall, and an authority on the topic of the influence of social media internationally.

A seasoned advisor and public speaker, Rhian leads a team of 120 social media strategists, creatives and practitioners based across the UK, EMEA and the Asia-Pacific region. She delivers comms training, workshops, and mentoring, and is passionate about the future of advocacy on social media.

With a deep understanding of consumer behaviour and digital trends, Rhian advises global organisations, charities, celebrities and business leaders on digital and social strategy, and her expertise spans a wide range of industries, including technology, automotive, financial services, healthcare, retail, and luxury lifestyle.

Programmes Director - Laura Gatsos

Laura has over 20 years of experience helping brands articulate what makes them worth choosing, with a background spanning global marketing, PR, and editorial across North America, the Middle East, and Asia. She has worked across the luxury fashion, beauty, and lifestyle

	<p>sectors, supporting both global brands and independent businesses.</p> <p>Her expertise lies in developing initiatives tailored to specific audiences, with a strong focus on engagement, relevance, and measurable impact. She brings a deep understanding of audience needs and behaviours, translating these insights into programmes and content that resonate and deliver results.</p> <p>With experience across both in-house and agency environments, she combines strategic thinking with hands-on execution, and is known for her ability to shape compelling narratives grounded in brand voice and customer psychology.</p> <p>She is passionate about designing meaningful, high-impact programming and looks forward to supporting PrimeTime's continued focus on relevant, engaging initiatives that foster connection, learning, and community.</p>
<p>Events Director - Vacant*</p>	

*We are still looking for nominees for the role of Joint Vice President and Events Director. Identifying the right candidate for this role will be one of the main focus areas of the new Board right after their election. The role of Joint Vice President focuses on fostering partnerships for PrimeTime with international organisations, and acting as the deputy to the President. The role of Events Director focuses on having oversight of our Flagship events. If you are interested in stepping forward, you may view the role descriptions here and reach out to the Secretary for further details at secretary@primetime.org.sg.

Lastly, the Nominations Committee would like to thank all candidates for applying for a Board role within the 2026-2027 Board term. The motivations, competencies and skills of all candidates reviewed were impressive and showed once again the wealth of talented women we have at PrimeTime. A sincere thank you to all.



Next step

It is time for our members to vote in the new Executive Committee that will lead PrimeTime in the next few years. To do so, please join us at our [AGM on Thursday, 14th May 2026](#). This year we are bringing back our popular Members Trade Fair showcasing the various businesses run by the talented women at PrimeTime. The AGM will be an excellent opportunity to connect with other members over dinner and wine and simply have a good time with other brilliant women.

The AGM is a members-only event. If you are interested to join or renew your membership to attend and be eligible to vote, you may do so via our [Become a Member](#) page.

We look forward to seeing you.

PrimeTime Board 2025/2026