

BIOGRAPHY

FRANCIS LEE PBM,
BABM (Northumbria, UK),
CES, NI TLP, Dip.GphicDsgn

Executive Director
DO-YI ENTERPRISE

biz reg. 52813299K



Francis had the opportunity to have a myriad of experiences from the many jobs that he has undertaken. Each of these stints played a part in shaping his learning style and contributed to who he is as a competent entrepreneur. He has several years in commercial arts, sales and marketing experience in the corporate gifts and advertising, ecommerce and computer industries. Francis started his designing career as an artist, moved through a few companies, upgraded and rose through the ranks. His last position was that of a performance enhancement consultant for the IT training institution. Prior to his work experiences and good rapport with corporate clients, Francis took up his courage to run an advertising agency on his own since 1996. He further diverse his creative venture into remaking computer trades for business and needy home users.

Francis Lee emphasis self renewal in skillsets and enhancing mind share is part of his integral growth in sustaining operation service proficiency. “Not just adaptive to the technologist environment but for a predictive change” he added.

He holds a Bachelor of Business Management degree from the University of Northumbria, UK, and a Diploma in Graphic Design from the PA-LIN Arts School. Francis is actively involved in social work and he is a passionate youth mentor. In year 2007 National Day, Francis Lee was conferred the Pingat Bakti Masyarakat (PBM) award by His Excellency, the President of Singapore, in recognition of his untiring contributions to public service. Francis has been serving the community for more than 20 years; He had passed the Chairmen Leadership’s Training and Social Counselling Skills Certification at National Community Leadership Institute and trainings instituted by SACA. Francis is still continuous learning and undergo refresher’s workshop when time is manageable.