



Ainsley Jong is currently the Executive Director for SA - Solutions for Asia, with the mission of helping the four billion people in the Asia Pacific region lead better lives. To this end, he has directed SA's collaborations through security for the essential things that matter.

Throughout his career, Ainsley's integrity and professionalism have forged new beginnings and led organisational change: as head of the Singapore Police Force's Intellectual Property Rights Department to oversee the nation's clean-up of intellectual property protection, as Diageo's Brand Assurance Director in Asia Pacific, and South East Asia brand protection lead for DaimlerChrysler Mercedes-Benz. Ainsley was also the CEO of Singapore mainboard listed company, Transcorp Holdings Ltd.

His professional strengths are in Government and enterprise level management of Intellectual Property Right Protection and preparing organisations through proper due diligence and compliance to be cyber resilient. He has worked extensively on building a strong brand protection and cyber security framework through Government and private sector partnership in Thailand, Cambodia and Laos.

In 2017, Ainsley was conferred the title of Goodwill Ambassador to the Kingdom of Cambodia for his contributions to the Cambodian Counter Counterfeit Committee (CCC); he is still actively involved.

Ainsley is pursuing a PhD at Chulalongkorn University in Thailand.