

PHILIPP KRISTIAN

Author & Fortune 500 Innovation Leader

The world is moving so fast
these days that the man who
says it can't be done is
generally interrupted by
someone doing it. – Elbert Hubbard

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Bio

Philipp Kristian is an Asia-based Fortune 500 finance innovation leader, preeminent voice on FinTech in Asia and a pioneer in the emerging field of value proposition design.

Over a decade, his whirlwind career across eclectic innovation roles and ecosystems shaped the future of startups, corporates and the public sector. By day, he joined FutureBrand as its first innovation hire in Asia, became a founding member of LumenLab, MetLife's first global R&D hub, and moved to Manulife's LOFT in early days to drive its innovation strategy and delivery across 12 markets in Asia. By night, he helped some of Singapore's major start-up success stories in their early days and wrote a book about how tech startups are creating digital trusted intermediaries and how digitisation of trust is reshaping society.

Philipp brings a unique fusion of deep innovation, business strategy, design thinking and branding expertise that make him a Swiss army knife for innovation. Fuelled by a mix of logic, intuition, analysis and creativity he creates transformational value propositions from deep human insight, synthesising complex inputs into simple, beautiful solutions.

Philipp has passionate interest in shaping the future of Fintech and Insurtech in Asia — as a bridge between corporates, start-ups and customers. From blockchain to artificial intelligence, smart contracts to chatbots, roboadvisory to reimagining finance, he is deeply immersed in game-changing work. He loves to enrich the innovation domain, contributing to major events and publications (Economist Intelligence Unit, Techsauce Summit, Insurance Business, Marketing Magazine, Esquire, e27).

Philipp was recognised among 100 Global Leaders of Tomorrow at St. Gallen Symposium, is a KAIROS Asean Fellow and alum of the d-school, a global leader in design thinking education.

In his leisure, Philipp is a yogi, model and avid traveller.



www.philippkristian.com

HONOURS

Fellow,
Kairos Society ASEAN

St. Gallen Symposium
Leaders of Tomorrow 2015

1st Place Health Battle
Innovation Contest

1st place Jugend Debattiert
Debating Competition

Author, The Trust Economy

Published by Marshall Cavendish Business

Apr 2017 to present

Innovation Fellow, Asia

Manulife, Lab of Forward Thinking (LOFT)

Jan 2016 to present

Senior Manager, Founding Member
LumenLab, a Metlife Innovation Centre

Dec 2014 to Nov 2015

Advisor, Branding and Customer Experience
TheLuxeNomad

Mar 2015 to Oct 2015

Advisor, Branding and Customer Experience
Passport Asia

Sep 2014 to May 2015

Advisor, Branding and Customer Experience
Circles.Life (Liberty Wireless)

Jun 2014 to May 2015

Organiser and Host, Asia
DrinkEntrepreneurs

Aug 2013 to present

Strategy Consultant Southeast Asia
FutureBrand

Apr 2013 to Jun 2014

Innovation Consultant
Die Denkfabrik

Sep 2011 to Mar 2013

Sales
Drettman France

Jul 2008 to Aug 2008

Trainee
gmp Architekten

Jul 2006 to Aug 2006

Brand Strategist & Designer
Freelance

Jan 2006 to Mar 2013

EDUCATION

Certificate, Design Thinking (part-time)
HPI School of Design Thinking

Oct 2011 to Feb 2012

Cum Laude Bachelor of Science (top 5%)
University of Groningen

Sep 2008 to Jul 2011

Exchange Semester
Singapore Management University

Dec 2010 to Apr 2011

Honours Bachelor Programme
Qualitative Marketing Research

Sep 2009 to Sep 2010

Soundbites

I worked closely with Philipp on multiple projects and contexts. Philipp showed a great ability to not only understand customers and markets but also stakeholders and new technologies. He demonstrated tremendous presentation skills. He came up with great innovative and creative ideas and approached them with an efficient and pragmatic startup way.

– Vincent Serpoul, Innovation Fellow and Lead Engineer, LOFT

Great leadership, unexpected creativity & a natural flair for effectively facilitating workshops with diverse stakeholders.

– Larry Vetea Chiou Founder, UNFRAMED

Full of energy and verve, I do believe he will not only bring a broader spectrum of innovative possibilities to any team he joins, but also have the drive and tenacity to ensure good ideas become remarkable realities.

– Mark Tay, Editor, Mediacorp Brand Studio

Striking, intellectually gifted, with a highly energetic and questioning mind. It is wonderful to have an articulate discussion with him and probe together what is possible and seemingly impossible!

– Peter F. Smit, SVP & President EMEA, The Hershey Company

One of the most creative yet astute thinkers I have met in my many years as an investor and an entrepreneur. He has an uncanny ability to distil a complex business solution down to a basic human emotion, and through that create brand visions that are simple yet sophisticated.

– Abhishek Gupta, Co-Founder, Circles.Life

A consummate professional with a full spectrum of analytical skills, it was a pleasure working with Philipp.

– Xavier Teo, Strategic Partnerships, TIX Group

A fantastic communicator, deeply in tune with both the FinTech and InsurTech spaces and with his eclectic and diverse background develops exciting ideas and insights. He's one of the few young and established speakers and innovation strategists in Asia.

– Julien Breteau, Founder, Health Insurance Innovation Summit

Philipp and I worked on an internal project for JFDI. His ability to synthesise a large, complex amount of inputs into a simple, great solution was astonishing. He was a great workshop facilitator and demonstrated a high level of energy, passion and vision that pushed our team's thinking!

– Moritz Heininger, Managing Director DACH, Tink Labs

One of the smartest and most energetic individuals that I have met at SMU, passionately invested in building a background in variants of design thinking.

– Dr. Ted Feichin Tschang, Professor, SMU School of Business

Broad interests and in-depth research knowledge, coupled with vivid attention to detail and topped off with questions that take things further.

– Susanne Leithner, Managing Director, Impact Circles

Great intelligence at the service of creative ideas, all served blindly fast. Bags of talent, which allow him to deliver exceptional results.

– Riccardo Ottolenghi, Managing Consultant, PA Consulting

Philipp's unflinching belief in innovation and disruptive technology is infectious. His approach towards continuously learning about consumer insights and understanding core customer needs is creative, engaging and just basically fun. Working with Phillip, I was impressed with his resourcefulness in engaging with the startup community in Singapore and figure out very quickly their strategic fit in a broader context. A genuine believer in developing a symbiotic ecosystem where startups and corporations can strategically work together.

– Saif Siddiqi, Senior Manager, LumenLab, Metlife

Philipp was our facilitator for a Digital Innovation Workshop. He brought in design-thinking and persona perspectives which gave us fresh, eye-opening lens to key topics. He kept challenging us and helped generate non-traditional ideas with specific steps to implementation. He bursts with energy, curiosity, and insights.

– Daniel Van Treeck, VP Strategy, Daimler Southeast Asia

Highly sought after for his skills by many in industry.

– Nicholas Gerard, Business Development Lead, Peatix

His passion for innovation is really contagious, his knowledge and creativity in this field is really second to none.

– Jerald Lim, Co-Founder, The Wedge Asia

Activities

Skipper, 3 rd Seamangeum Cup	Jun 2017 to Jun 2017
Skipper, DBS Sailing by the Bay	Oct 2016 to present
Start-up Judge, Next Money Fintech Finals 2017	Dec 2016 to Dec 2016
Contributor, Insurance Business Magazine	Nov 2016 to present
Contributor, e27	Feb 2016 to present
Pro Bono Consultancy, JFDI	Oct 2014 to Dec 2014
Contributor, Marketing Magazine	Jul 2014 to present
Industry Member, A*Star FutureScapes Roundtable	Jul 2014 to Apr 2015
Contributor, Esquire Singapore	Jul 2014 to present
Contributor, Toast Magazine	Apr 2014 to Jul 2014
Advisor, placematch (zoposh)	Mar 2014 to Jan 2015
Sailing Instructor, Mana Mana Beach Club	Feb 2014 to May 2014
Volunteer, Today Is The Day Foundation	Jan 2014 to Feb 2015
Advisor, InterClo Designs	Jan 2014 to Mar 2014
Facilitator, Orange Hive	Nov 2013 to present
Model, Red Carpet Invite Models and Talents Agency	May 2013 to present
Pro Bono Consultancy, NVPC Singapore	Apr 2013 to Sep 2013
MBA Guest Lecturer, Innovation, HSB	Feb 2013 to Feb 2013
Volunteer, MakeSense Berlin, Singapore	Jan 2013 to present
Researcher, Trust, Hasso-Plattner Institute	Jan 2012 to Mar 2012
Industry Representative, VIA Bremen Roundtable	Oct 2011 to Mar 2013
Co-founder, campua (schöner)	Oct 2011 to Dec 2012
Summer Sailing Instructor, DHH CYS	Aug 2010 to present
Co-founder, Party4Bremen	Jan 2007 to Aug 2008
Contributor, fluter, Federal Agency for Civic Education	Jul 2006 to Mar 2013

Sample Content

Startups x Insurance Partnerships	http://bit.ly/2v8Fcxj
Leading FinTech Article	http://bit.ly/2ucOC7I
Munich Re CEO Forum 2016 Digital Keynote	http://bit.ly/2vBub89
Impact of Digital on Everyday Life	http://bit.ly/2vDG3qZ

Selected Speaking Engagements

Malaysia Future Fintech Forum (KL) 11/17
Digital Disruption and Leadership (SG) 11/17
Fintech Partnerships and Digital Innovation (SG) 10/17
AI-Asia (Speaker and Governing Committee Member) (SG) 10/17
EXCHAIINGE (DE) 09/2017
FinSum (JP) 09/17
KDU Penang (MY) 09/17
CEM Asia Summit (Speaker and Awards Judge) (SG) 09/17
TechSauce Summit (TH) 07/2017
Japan Fintech Association (JP) 04/17
Seamless (SG) 04/2017
The Future is Female Conference (SG) 04/17
German Accelerator Singapore Expert Roundtable (DE) 03/17
12th Asia Conference on Healthcare and Health Insurance (SG) 03/17
Munich Re Lunch and Learn (SG) 02/17
Japan Fintech Association (JP) 01/17
Health Insurance Innovation Summit (HK) 01/17
The Economist Group CEO Lunch (SG) 11/16
Echelon (VN) 11/16
Customer Lovefest (PH) 10/16
LEAD (SG) 10/16
InsurTech Asia (SG) 09/16
SMU MBA Class (SG) 09/16
Munich Re CEO Forum (SG) 09/16
12th Asia Conference on Pensions & Retirement Planning (SG) 09/16
ClickzLive (HK) 08/16
Techsauce Summit (TH) 07/16
FutureBank Asia (SG) 04/16
Rotary Club of Singapore (SG) 04/16
Korean Business Leader Alliance (KR) 03/16
SUTD Entrepreneurship Course (SG) 11/15
Pecha Kucha (SG) 06/15
Marketing Magazine CX Conference (SG) 02/15
Melchers GmbH & Co. Senior Management Retreat (LK) 11/14