

**Bio**

Name

Cheryl Yeoh

Nationality

Malaysian

Company

Malaysian Global Innovation & Creativity Centre (MaGIC)Position **CEO**Years Overseas **12**

Inspiring Entrepreneurs

Helping local startups realise global dreams

As a startup entrepreneur who was willing to relocate from New York to San Francisco to take her company further, Cheryl Yeoh's efforts paid off when her company was acquired by Walmart Labs. Now she is back in Malaysia to help other entrepreneurs take off and thrive.

What were your reasons for coming back to Malaysia and accepting the job as CEO of MaGIC?

I had studied and worked in the US for the past 12 years, and when my startup was acquired by Walmart Labs, I was ready to take up a new challenge. I often thought of contributing back to Malaysia, and wanted to take action rather than just talk about it. When I was approached by the Ministry of Finance and the Prime Minister's Office for the position, it was the perfect opportunity to use my experience in Silicon Valley to help develop the startup ecosystem.

How did TalentCorp help with your return?

It was not easy deciding to unroot my life in the US. TalentCorp's Returning Expert Programme (REP) was instrumental in facilitating my return and the TalentCorp

team processed my application quite efficiently. The tax exemption on cars and personal effects brought back to Malaysia plus the income tax benefits are quite attractive.

What are your thoughts on the startup scene in Malaysia?

There is a real culmination of talent, passion from the community and desire to create successful global ventures, coupled with government support and the influx of private funds. I was inspired to further support that by spurring innovation within white spaces where so many markets are still in its infancy in Southeast Asia.

How do you parlay your experience in the US towards helping out companies in Malaysia?

I started my company in New York, where the startup scene blossomed within 2-3 short years and learned first-hand how a successful ecosystem is built. At MaGIC, we hope to enhance the startup ecosystem via inspiration through success stories, education in technical skills, exposure to different markets and acceleration of growth. Much of my success is attributed

to the mentorship and being surrounded by like-minded and talented individuals, so we are building a community that will be able to sustain itself over the long run.

How do you see MaGIC growing?

In 2015, our focus is ASEAN and tapping into the 600 million population that our entrepreneurs should be targeting. The programs rolled out will leverage the resources, shared expertise and experiences between startups from Malaysia and the ASEAN region. We will be launching our flagship program, the MaGIC Accelerator Program (MAP), providing a platform for Malaysians to build regional relationships and global companies. MAP will be a catalyst to creating a critical mass of regional startups, positioning Malaysia as the startup hub in the region.

Employers recruiting Malaysian professionals from abroad can take advantage of the fast-track REP application. Get in touch with us at rep@talentcorp.com.my



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