

LUISA YENG

IGNITER



Luisa is the co-founder of Heroes Headquarters, and goes by the title “Igniter” because she is a firm believer of believing in others! With a little encouragement, with a little bit of support, she believes heroes can be fired up to live up to their potential. She also strongly advocates building up families, as they are the key to strong societies and eventually a strong nation.

Working together with her husband Kelvin Chee on this exciting mission, they are both the think-tank behind the programs. Some of the successful programs launched include the Heroes Family Hangout, Heroes Dad & Son Outback Adventure Camp, Heroes Family Camp and Heroes Youth Football Leadership Camp. Together, they are looking at providing more programs that equip families with tools to build stronger families and bring families to the next level.

Before Heroes Headquarters, she was a marketing professional in Mead Johnson, a leading multinational children's milk powder company for a decade. She was instrumental in growing market share and establishing a strong brand name for products like Enfagrow A+ and Enfakid A+. During her stint there, she pioneered the annual legendary Enfa A+ Smart Camp events that brought in crowds by the thousands nationwide. She was also famed for developing premiums that encourage children's brain development.

As a full-time mom to three kids now, she feels that being a parent is one of lives greatest honour and responsibility. She is constantly striving to demonstrate the character and consistency that is required to be a positive role model to her kids. When not at the computer working and planning on how to strengthen families, she is teaching her oldest daughter how to build an erupting volcano, or painting caterpillars out of egg cartons with her son or just blowing raspberries on her baby's belly. She is also a volunteer at her children's Sunday School class, where she leads children ages 4-5 years old in songs, hands-on activities and storytelling. Occasionally, she helps out at the Food Bank in church, where they distribute groceries to needy families in town.

With Heroes Headquarters, she hopes to share with other parents that you don't have to be a super parent to be a hero to your kids. All it requires is love, commitment and a workable plan.



CREDENTIALS

- ◆ Bachelor of Science Degree, Major in Business Administration and Minor in Art & Design
- ◆ Certified Prepare/Enrich Administrator
- ◆ Happily married
- ◆ Mom to 3 happy kids

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All it requires is love, commitment and a workable plan.”*

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