

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, YOLO Girls Adventure Camp and Heroes Youth Football Leadership Camp.

As a parent educator and a parent coach, she equips parents with tools and principles to bring families to the next level. Because parenting is one of the most challenging jobs in the world, she believes that parents deserve to be appreciated and not have to walk the journeys alone. She wants to fill their toolbox with tools that are effective, encourage them and help them enjoy their family journeys.

Another area that Luisa is passionately involved with is community work to empower married women to love their families and strengthen their marriages.

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 bullet journaling, trying to make edible plants grow in the garden, or exercising at the park with Kelvin, or hanging out with the kids.

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
- ◆ Certified Trainer, PSMB
- ◆ ICF Certified Coach
- ◆ Certified in Basic Paediatric First Aid, CPR & AED
- ◆ Happily married
- ◆ Mom to 3 happy kids

*“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.”*

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