



Dr. Betty TSAI is an innovation leader with a background at the intersection of technology, strategic leadership, and organizational transformation. She draws on her deep, real-world experience in driving high performance within complex, global firms as case studies. She is committed to helping students understand not only the "what" of digital and innovation strategy for technology transformation, but also the "how", so as to empower them to lead high-performing, adaptive organizations.

Dr. Tsai's expertise is grounded in her practical experience at leading technology and consumer goods companies. Her experiences include: Leading AI talent programs as Head of AI Innovation at AI Singapore (AISG) and influencing global AI adoption as a contributing member of the Global Partnership on AI (GPAI). Her prior experience as a Program Manager at Google's Asia Pacific headquarters provided her with firsthand knowledge of scaling technology programs and developing talent across multiple markets. This complements her innovative research work at Procter & Gamble (P&G), where she earned accolades as [The Asian Scientist 100](#) for pioneering skincare technologies and managing a diverse portfolio of innovation projects.

Dr. Tsai holds a PhD in Chemical Engineering from NUS, where her research focused on systems optimization and mathematical modeling. She is a passionate advocate for mentoring and industry-relevant curriculum in higher education: currently as a member of the Industrial Advisory Committee with the Engineering Science Programme. She was previously servicing as a Co-Chair of the American Chamber of Commerce (AmCham) Human Capital Committee and the Institute for Human Resource Professionals (IHRP) Digital & Technology Committee. This has enabled her to connect theoretical strategic frameworks with the crucial human and organizational challenges of digital and technology transformation.

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