

## Chief Financial Officer of the Year Kim Yeoh, Sun Life



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**K**im Yeoh’s efforts at Sun Life saw her win the Chief Financial Officer of the Year Award. Her tenure as the insurer’s CFO saw much growth, leading to its being at the forefront of the industry by enhancing client service and distribution capabilities.

Her strong track record in actuarial governance, valuation and financial reporting, products, and reinsurance underscores her commitment to integrated financial decision-making – ultimately driving optimal business outcomes.

“Kim demonstrated exceptional expertise and outstanding leadership at Sun Life. Her dedication to nurturing future leaders showcased her commitment to fostering an inclusive environment,” Manjit Singh, Sun Life Asia’s president said.

“Her significant contributions to client servicing and distribution and employee growth have set a benchmark for excellence within Sun Life,” he said.

Most notably, Kim’s support of strategic investment in client service and distribution capabilities throughout the pandemic enabled Sun Life to outperform its peers in 2023-24, as global borders reopened, and business resumed across Asia.

Her proactiveness strengthened the firm’s position in key markets – especially in Hong Kong, one of the world’s leading insurance hubs.

Under Kim’s leadership, Sun Life navigated the complex transition to International Financial Reporting Standards (IFRS) 17, perhaps the most significant shift in insurance accounting and finance in decades. She spearheaded initiatives propelling the insurer to the forefront of performance under the new standard, achieving leading results in key metrics such as new business and contractual service margin (CSM) growth across Asia’s insurance sector.

Kim’s commitment to delivering customer value while maintaining Sun Life’s financial strength has positioned it to be well-prepared to meet future client needs.

Beyond financial concerns, she was also a passionate advocate for women in finance and actively supports Sun Life’s broader diversity, equity, and inclusion (DEI) initiatives. Kim hosts and contributes to employee events, fostering an inclusive workplace culture.

By organising social gatherings, such as holiday celebrations and fun events like Pi Day, she strengthened team cohesion and encouraged organisation-wide collaboration, thereby showcasing her leadership in building a supportive community.

Recognised as a leader in the field, Kim held esteemed titles such as a Fellow of the Society of Actuaries, membership in the Canadian Institute of Actuaries, the Actuarial Society of Hong Kong. She was also a Chartered Financial Analyst. Credentials aside, her contributions to the insurance field have significantly elevated the sector’s overall standards.

*Kim Yeoh sadly passed away earlier last month. InsuranceAsia News extends our heartfelt condolences to her family, friends, and colleagues.*