SMU Singapore Management University | Business Families Institute

Masterclass Trainer



Felicia Heng

Founder & Managing Partner, Wise Purpose
Certified Family Wealth Advisor
ICF PCC
Accredited International Mediator

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WealthBriefingAsia AWARDS 2026
WINNER
Next-Gen Programme
Wise Purpose

WealthBriefingAsia AWARDS 2026
WINNER
Women In Wealth Management - Non-Banking Sector
Felicia Heng
Wise Purpose

ABOUT

Felicia Heng is Founder & Managing Partner of Wise Purpose, an independent specialist succession advisory practice. Singapore-headquartered and working globally, Wise Purpose advises business-owning families and family offices. Her expertise brings together psychology, family wealth governance and investment understanding.

With senior experience in private wealth, Felicia understands how wealth is structured, invested, governed and transferred across generations. This informs her work on the relationships, authority and capital decisions behind family succession. Wise Purpose's Family Succession Learning™ won the Next-Gen Programme award at the WealthBriefingAsia Awards 2026. Felicia also received the Women in Wealth Management (Non-Banking Sector) award in the same year.

Family Enterprise Perspective Guest Speaker



Till Vestring

Senior Adviser, The Bridgespan Group
Former Managing Partner, Bain Southeast Asia
Board Director, Keppel, Inchcape, Advanced Micro Foundry & Delaware International

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ABOUT

Till Vestring is a former Bain Southeast Asia Managing Partner with over 30 years of experience advising family-controlled businesses on portfolio strategy, growth, M&A and operating models.

He is currently a Senior Adviser at the Bridgespan Group, working with nonprofits, family foundations, NGOs, donors and investors. Till brings extensive boardroom experience through roles with Keppel, Inchcape, Advanced Micro Foundry and Delaware International. He has also co-authored Bain's research on family-controlled conglomerates in Southeast Asia over the past two decades.

He continues to serve as a trusted senior adviser to several prominent Southeast Asian families including RGE Group.

Online Preview Session Guest Speakers



Jacky Aung

Second-Generation Family Business Owner
Executive Director, Strong Company

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ABOUT

Nay Thu Rein (Jacky) Aung is a second-generation family business owner and Executive Director at Strong Company, a Myanmar-based family enterprise with interests in manufacturing and construction. He is actively involved in strengthening the group's governance, organizational development and long-term strategic direction as the business navigates its next phase of generational growth.

Beyond his executive responsibilities, he is also involved in advancing family governance and succession readiness. These include leading initiatives focused on family alignment and intergenerational dialogue. Having experienced the complexities of balancing family relationships, ownership responsibilities and professional business management firsthand, he is particularly interested in how next-generation leaders can contribute meaningfully to building enduring family enterprises.



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Karuna Murdaya

Director, Central Cipta Murdaya (CCM) Group

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ABOUT

Karuna Murdaya is a second-generation leader of Central Cipta Murdaya (CCM) Group, a diversified Indonesian family enterprise with interests in property, infrastructure, manufacturing, agriculture and technology.

As the youngest of four siblings, Karuna is part of the second generation carrying the family's entrepreneurial legacy forward. He has held executive and board positions across several group companies, including PT Metropolitan Kentjana Tbk, where he has served as Commissioner since 2003, and Jakarta International Expo. His experience spans major property developments, including Jakarta's World Trade Centre complex and Pondok Indah Mall.

Karuna is also a founding member of the Jakarta Property Institute, which promotes sustainable urban development and a more livable Jakarta.

He holds a Bachelor's degree in Environmental Economics and Policy Management (High Honors) from the University of California, Berkeley, and a Master of City Planning from the Massachusetts Institute of Technology.