



“A Hinrich scholar chooses to empower people to carry out their roles effectively.”

Genin Koh, Program Manager for Global Procurement
Micron Technology Singapore
National University of Singapore, MBA '19

Raised by her father, a single parent, Genin Koh believes in empowering everyone around her. She lives by a code of success that translates into using her skills to make an impact with her work, and empowering people around her to create impact with their work. Naturally, the outcome is a positive ripple effect around her.

Productive childhood

“I owe my love for production and technology to my father. As a child, I would tag along with him to his work.”

Genin’s father worked for a broadcast company for 36 years while single-handedly bringing up his four girls. It was at that time in Singapore when the eCommerce dotcom bubble had burst. To enable his role as a parent and provider, he set up his own business from home where he converted analog footage to digital format for clients and partners. Genin and her sister were exposed to production literally at their father’s knee.

“Clients and partners discussed products and I got a complete exposure of the technology, production and business side of things as well. We got assignments to execute from home that used special effects, and my father with his two interested daughters made a business out of it,” Genin said.

In 2017, Genin received a two-year scholarship from Hinrich Foundation to study Master’s in Business Administration at the National University of Singapore (NUS). Prior to this, she worked for Global Sources, a B2B online platform, in its Singapore office for three years.

In between studies, she interned with Global Sources Hong Kong for six months, where she developed her skills in digital marketing and strategy. She came back to Singapore to contribute her knowledge and experiences in digital marketing and strategy to the tech startup ecosystem that was emerging in Singapore.

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Art of the start

“My unique selling point is to design digital strategy for business to grow. I can define a business development strategy for any B2B platform or app.”

After her return to Singapore, Genin honed her digital analytics skills at a tech SaaS (software as a service) startup that gives clients the freedom to run their businesses in the cloud. The startup provides innovative Enterprise Resource



Genin as an intern during the Global Sources Mobile Electronics Show, Hong Kong, October 2018

Planning, Customer Relationship Management, Project Management and Human Resource Management solutions to make businesses around the world faster and more efficient.

She devised lead generation marketing strategies incorporating the use of social media, SEO, paid search and blog content to create awareness of a new B2B eCommerce platform, promote company values and services and increase customer leads by 20% within three months.

“It is only through continuous learning, sharing and doing that we can grow in our knowledge as professionals and truly serve the needs of our customers.”

She also mentored a team of three executives in online marketing, product marketing and web analytics on tools such as Google and SEMRush. Leveraging on her management knowledge gained during her MBA, she initiated a team structure and culture that encouraged innovation, self-learning and synergy. “It is only through continuous learning, sharing and doing that we can grow in our knowledge as professionals and truly serve the needs of our customers.”

Genin was given an opportunity to work with the SaaS startup’s Strategy & Business Development Team. Reporting directly to the VP of Strategy and Business Development, Genin developed long-term partnerships in the Singapore and Southeast Asian markets that aimed at co-branded events and product integrations to serve SMEs in the region better.

In February 2020, Genin joined semiconductor giant Micron Technology as Program Manager for Global Procurement. In this role, she is able apply her

“I hope to build my domain knowledge in the semiconductor industry and skills in global procurement so that in the future I can empower businesses with the management skills and knowledge in optimizing their operations with effective business strategies in their procurement or supply chain management.”

analytical, business and project management skills to drive key transformational initiatives centred around pillars of cost, supply assurance and execution quality.

“I hope to build my domain knowledge in the semiconductor industry and skills in global procurement. In the future I want to empower businesses to optimize their operations with effective business strategies in their procurement or supply chain management,” Genin said.



Genin (center in black blazer and gray pants) conducted a free Marketing Data Analytics workshop at Hong Kong Baptist University in November 2018. Pictured here are HF alumni and scholars who attended her training

Winning over personal struggles

Overcoming fear, developing courage and starting something of her own will always remain a winning moment for Genin.

Genin confesses that she suffers from imposter syndrome, which is described as having chronic self-doubt and intellectual fraudulence that overrides any evident signs of success. It took a tremendous amount of courage for her to overcome pressure of failing and start her own Mao Over Tech solo startup in March 2018.

Mao Over Tech grew from a passion project that wanted to humanize technology by simplifying tech concepts and bridge the gap between business planning and digital strategy.

“To humanize technology is to create technology that goes beyond pure functionality to create a pleasurable interaction, such as through ergonomics or softer aesthetics. The advantage is for the intelligent automation to do the repetitive work, allowing humans to do more creative tasks.”

Genin considers it very daunting at first – to do something on her own and share her knowledge online. “The Internet can be a very cruel and harsh place and I wasn’t sure if I was ready to face any scrutiny or criticism. I came across a random quote online – that the first steps are the hardest, but the best way to improve my knowledge and skills was to start practicing and trying.”

Genin launched her website from scratch starting with the logo design, content strategy and social media strategy. Within three months, she exposed the website to 15 different countries and clinched her first client, a major learning center in Singapore that consulted on implementing digital strategies.

“This gave me the confidence in my abilities and experience. As the first assignment, it wasn’t smooth sailing for I had to actively listen to my client’s needs and use my judgment to provide insights and advice. It was difficult given that I was a young, less-experienced Asian woman.”

“With diligence, late nights of research and a mammoth effort to overcome my insecurities, I managed to deliver a full deck on the required digital strategy and translate it into business requirements suitable for the CTO’s management meeting,” Genin said.

Vulnerability vs. courage

Genin is an ardent follower of Dr. Brené Brown, a well-known researcher, author, and public speaker. Dr. Brown’s book, *Dare to Lead*, has taught Genin to dare greatly, rise strong and brave the wilderness of setting up her own partnership in a tech startup. Her teamwork ideals stem from the same principles.

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Genin finished her MBA at the National University Singapore in July 2019

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Genin is trying to build a safe leadership culture around scarcity, fear and uncertainty – traits that are uniquely human. She wants to ensure that she can recognize potential in people and ideas of her team and have the courage to develop that human potential, even though she is in an industry surrounded by AI and machines.

She recalls her contributions of sharing, coaching and teaching to be most valuable of her career.

“Linking back to my childhood, my father mentored me early on, and now I find it extremely valuable to give back. I have given talks to students at Hong Kong Baptist University on Marketing Analytics. To me, the act of sharing, coaching and teaching is a human act that creates the most impact and value.”

Grounded in gratefulness

Genin attributes her success to the Hinrich Foundation and her family and friends, who have continued to support and counsel her during tough times. They have been her pillars of strength during the times she has been surrounded with doubts and undergone challenges.

“Hinrich Foundation has provided their unwavering support in my studies and career over the past few years. They believed in my potential and gave me multiple opportunities to build on my knowledge and experience. Apart from my scholarship, they exposed me to several events related to global trade and eCommerce.”

Last but not the least, Genin names her father as her source of inspiration for fostering her intellect and independence from a very young age.

“I attribute my success to my father who exposed me to the world of tech and business from a very young age by teaching me how to connect the AV system, taking me to html classes when I was a kid, and getting me involved in his home-based video production business. I owe him a debt of gratitude for empowering and guiding me, way before it was trendy to be a feminist.”

A visionary online model

“Five years from now, I hope to transform my startup Mao Over Tech to become a digital community that inspires, coaches and teaches individuals on how to growth hack their startups or companies in Southeast Asia.”

Genin’s mission for Mao Over Tech is to ultimately humanize technology and empower individuals by learning digital skills and adopting digital strategies. She aspires to execute this plan by not only providing case studies but also gathering interviews and inspiring stories from growth hackers from various industries.

“It will be a one of a kind online model, a knowledge space for Asian businesses to share and grow together.”

Genin believes in having courage to pursue one’s passion, and her advice to future Hinrich scholars: “It is important that we are not afraid to chase our passion; to acknowledge that we are good, and at the same time be conscious enough to know that we are still growing.”

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Read more stories of inspiration from our Hinrich Global Trade Leaders [here](#).



“A Hinrich scholar learns to actively listen and respond in meaningful ways. That’s what we do.”

Rotha Chhoem

Founder & Managing Director
SEB Enterprise Builder

Hinrich Foundation alumnus
De La Salle University
MBA '15



“A Hinrich scholar tries to be in someone else’s shoes – to embrace other viewpoints, cultures and ideas.”

Jean Shen

Customer Engineer
Mode Analytics

Hinrich Foundation alumna
Thunderbird School of Mg't.
MBA '10



“A Hinrich scholar values work-life balance. Peace of mind is as much a target as fame and material wealth.”

James Gong

Operations Expert
of Products
Alibaba

Hinrich Foundation alumnus
Hong Kong Baptist University
BBA '13



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