

FROM NEW YORK TO SINGAPORE

SINGAPORE

Darren Joe, 28

Previous Job: Analyst, Global Academic and Customer Relations, Elsevier, New York

Current Job: Manager, Marketing and Admissions, MBA Programme, Singapore Management University, Singapore

The Change: The Princeton University graduate, whose parents migrated from China to the United States before he was born, came to Singapore in 2002, and worked as a lecturer at Ngee Ann Polytechnic's School of Information Communications.

Two years later, he left for other jobs in mainland China, Taiwan and then New York, where he worked with Elsevier, the world's largest scientific publishing company.

In 2007, two friends in Singapore persuaded him to return to set up a business in handmade collectibles, which did not work out. But he decided to stay on and work for SMU.

"Many of my friends who studied in Asia have ended up working in Asia. I think we're all part of an overall trend where many Asian Americans are looking to work in Asia to both capitalise on and learn more about their heritage."

He hopes to stay in Singapore for the next few years, though eventually he plans to return to the US. "I think a great group of friends makes any city fun and easy to live in," he said.



ST PHOTO: NG SOR LUAN