

## Lisa J. Cheong



**Strategic & Impact-Driven Leader | Multi-Sector Collaboration | Market-Based Solutions**

**Lisa J Cheong**, is a Canadian Chinese based in Phnom Penh, Cambodia. She is a strategic and impact-driven leader with over 34 years of experience spanning the corporate and development sectors, including 14+ years in Cambodia, and 21 years living in Canada, Holland, and the USA. She specializes in multi-stakeholder collaboration, market-based solutions, and systems development to address economic and social inequalities. With extensive expertise in project leadership, inclusive business, and ESG-focused initiatives, she has successfully driven cross-sector partnerships that foster inclusive and sustainable change.

Lisa is currently an **International Consultant with the United Nations Capital Development Fund (UNCDF)**, supporting stakeholder engagement, identifying financing opportunities and analysis to support energy efficiency solutions in Cambodia's building sector. Additionally, she has worked on policy recommendations, developing and designing a framework to monitor ongoing stakeholders progress on household over-indebtedness in Cambodia. Previously, she served as **CEO of SHIFT360 Foundation and SHIFT360 Advisory Services**, overseeing the development and evaluation of the Academy of Culinary Arts (ACAC), while mentoring SMEs to enhance social impact in their value chains.

Her leadership in **Hospitality & Tourism workforce development** includes managing high-level collaborations between private sector leaders, international development organizations, academic institutions, and business associations both in Cambodia and in the Asia Pacific region.

Lisa has held key roles at **Emerging Markets Consulting (Senior Consultant)**, the **Canadian Chamber of Commerce in Cambodia (Executive Director)**, and international NGOs in anti-human trafficking (**Country Director**), SME development, and financial inclusion. Her early career in Canada included working for 4 of the 6 top Canadian Banks providing financial services, risk management, investment advisory, and corporate finance.

Lisa holds a **Bachelor of Commerce (Finance & Economics)** from the **University of Toronto** and multiple certifications including: **Market Systems Development (ILO)**, **Sustainable Finance, Social Entrepreneurship, Project Management, Coaching & Mentoring and Financial Investment**.

### **SELECTED SKILLSET:**

- Project Management on USAID, UNCDF, GIZ, OXFAM project lead
- Business mentoring & Coaching of SMEs, Social Enterprises & Leadership Development
- Market research, key informant interviews (KIs), especially senior ministerial level
- Equity Research, Marketing Investment services
- Program monitoring & Evaluation
- Policy formulation at the National Level
- Program Design & Implementation
- Financial Planning & Analysis

- Donor Relations and fundraising
- Strategic Planning workshops for SMEs, NGOs, Social Enterprises & Product Marketing Trainer
- Organizational Set up, Change Management
- Organizational Development, Operational Management and HR management
- Stakeholder Management (Multi Stakeholder consultations & Strategic Partnership collaboration for Private Sector and Development Sector)
- Training & Capacity Development (Women Leadership, SMEs, Market Expansion Programs)

#### RELEVANT PROJECT EXPERIENCE:

- **International Consultant, UNCDF:** Providing technical support on a Joint Program (**UNDP, UNCDF, MOE**) on Energy Transition
- **International Financial Health Expert Consultant, UNCDF:** Technical support on MFI issues and Household over-indebtedness in Cambodia, multistakeholder collaboration: BFIs, NBC, UNRCO, DPs, Investors, INGOs
- **CEO, Shift360 Advisory Services:** Providing Inclusive Business Mentoring & Coaching to SMEs seeking to generate more social impact in their value chains
- **CEO, Shift360 Foundation:** Oversight of M&E on **Academy of Culinary Arts(ACAC)** – skills development; 1<sup>st</sup> public private partnership in Cambodia, Board Member of ACAC working with PIE(Professional Institute of Excellence) to strengthen partnership connections in the hospitality & tourism sector
- **In-Country Team Lead:** GIZ – Inclusive Business Action Network (IBAN): Development, Piloting & Implementation of the Inclusive Business-Coaching Mentoring (IB-CM) Guide for SMEs
- **Team Lead:** Harvest II Feed the Future, USAID – Developing an *SME Export Financing Mechanism for SMEs*
- **In-Country Team Lead:** UNCDF MAP (Making Access Possible): Assessing and Mapping progress on the National Financial Inclusion Strategy, Cambodia
- **Project Advisor:** UPU Digital Financial Services for Cambodia Post
- **Project Advisor & Team Lead:** GHR Grant Alternative Care Challenge
- **Training Consultant:** Providing Strategic Planning Workshops for SMEs, Social Enterprises and NGOs (Agri Foods, Solar Energy, F&B, Education, Tour Operator)
- **Executive Director,** Canadian Chamber of Commerce in Cambodia coordinating networking events.