

Phou Muoy Buoy (Carie)

Carie is a global entrepreneur and strategic leader with over two decades of experience spanning health, consumer goods, investment, and international business development. Her career reflects a strong record of building enterprises that merge sustainable growth, innovation, and community impact.

Educated across three countries — eight years in Thailand, four in Singapore, and five in the United States — Carie's multicultural background gives her deep insight into diverse markets and cross-border collaboration.

From 2002 to 2018, she played a key role in the development of Phnom Penh SEZ, contributing to the company's success and eventual IPO on the Cambodian Stock Exchange. She later founded **MY BEBE**, a personal care brand that achieved notable market success before being acquired by Khmer Household, now Cambodia's leading personal care company.

Currently, Carie focuses on expanding her work in health and wellness, developing programs in essential oils, nutrition, and mental well-being while continuing to speak at seminars and workshops across Asia. In parallel, she manages a diversified investment portfolio in real estate, cryptocurrency, and equities, with a strong interest in clean energy, health technology, and artificial intelligence.

A devoted mother of two, Carie is driven by a vision to create lasting impact for future generations. She brings to the Board a combination of entrepreneurial execution, global perspective, and commitment to strengthening bridges between Cambodia, Asia, and Canada.

Languages: Thai, English, Chinese, Khmer

Education: Thailand (Primary), Singapore (Secondary), USA (BA)

Hobbies: Painting, Reading, Music