



Kristie Lai
Regional Director, Americas

Singapore Economic Development Board

Kristie serves as Regional Director, America, based out of Houston. She works closely with companies headquartered in the American south, to explore how Singapore can support them in executing their global growth strategies.

Kristie joined the EDB in 2017. During her time in EDB, she has held roles across both Account Management and Strategy, with the Energy & Chemicals division, Hub Services strategy group, and Marketing. She takes a special interest in energy markets and the energy transition, and its impact across industries.

Prior to joining the EDB, Kristie was in market research, working closely with companies in FMCG, travel & leisure, and nutrition.

She received a Bachelor of Arts (Honors) from the University of Chicago in 2014, where she majored in Sociology with a minor in Statistics.