

Press release

Humansa appoints Don So as Chief Executive Officer to drive the growth strategy for first-in-market healthcare model in Hong Kong and the Greater Bay Area

15 November 2021, Hong Kong - New World Group's Humansa today announced the appointment of Don So as its new Chief Executive Officer, effective immediately. In addition to his current role as Head of Business Incubation at New World Development, Don, with a strong track record in formulating and executing strategic growth for top global institutions, will drive forward Humansa's new growth strategy in Hong Kong and the Greater Bay Area (GBA). Under his leadership, Humansa will focus on providing first class customer-centric services with a holistic approach for health and wellness consumers across the region.

Humansa Chief Executive Officer Don So said: "We believe there are meaningful gaps and thus opportunities to enhance experience in healthcare and wellness services in today's market. Consumers often face inconsistent service quality, fragmented health information from various practitioners, discontinuity in treatments and generic "quick fix" solutions to persistent or complicated health problems. At Humansa, we aspire to build a premium consumer healthcare service ecosystem in HK and GBA to address these needs. In addition to offering high quality services across multiple healthcare disciplines, our collaborative approach is to simplify health and wellness needs by providing integrated, holistic solutions to equip our customers with the right knowledge and connecting them to professional partners to fit their changing life goals. This will be our central tenet as we employ our growth strategies in 2022 and beyond".

Don has over 20 years of experience in leading corporate strategy and business development across industries from top investment banks, asset management, management consulting and technology start-ups. Prior to joining New World Group, he held a senior regional role at one of the world's leading investment banks with experience working across Asia, Europe and America. Don's unique market insights will help fuel Humansa's next growth phase and bring a unique approach to the health and wellness industry in Hong Kong and the Greater Bay Area.

Don will work closely with Humansa's leadership team, Patricia Cheung, Head of Operations, and Elaine Jiang, Head of Strategy, to launch the new Humansa during the first half of 2022.

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Images



Mr Don So is appointed as Chief Executive Officer of Humansa.

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