



Winifred Loh
Managing Director

Winifred Loh is the Managing Director at the Centre for Non-Profit Leadership (CNPL). Her role involves working with Boards, CEO/Executive Directors and senior management teams of local non-profit organisations (NPOs) to deepen their leadership bench strength, identify governance challenges and facilitate organisational transformations for greater social impact. She has extensive experience in the non-profit sector, having been involved in various capacities for more than 20 years.

At CNPL, she introduced ‘Strategic Conversation’, a tool to facilitate thought partnership with NPO leaders in addressing their organisational challenges. She has conducted Strategic Conversations for over 10 NPOs, ranging from health, sports to social sectors, covering sensitive, in-depth and important issues with Boards and Executive Directors. She is also the lead facilitator of the Pulse Check programme that helps Boards align and analyse their diversity mix, expertise and skills as these NPOs work towards achieving their strategic plans.

Winifred has spent over 25 years in public-listed companies, holding key executive roles in human resources where she developed core expertise in talent management, leadership development, strategic planning, change/transition management and employee engagement. She has led global teams to ensure sound execution of committed deliverables against tight timelines, while ensuring a smooth delivery process.

In her capacity as a consultant for the Singapore International Foundation, Winifred led the leadership and planning process in the Carood Watershed Project for VSO Bahaginan, a community development organisation based in the Philippines. In Hong Kong, she led the enhancement of a learning, monitoring and evaluation system for HER Fund – a grant-maker for marginalised women’s groups. Since 2011, in partnership with the United Nations Institute for Training and Research (UNITAR), she has served as a mentor and facilitator on the Afghanistan Fellowship Programme.

Winifred is currently serving on the Board of Singapore Council of Women’s Organisations (SCWO), after two consecutive terms as President of the Association of Women for Action and Research (AWARE), a leading women’s advocacy group in Singapore. She also serves as a Member of the Industry Advisory Board (2015 – 2018) for the Centre for Future-Ready Graduates in the National University of Singapore. Her professional affiliations include memberships in International Coaching Federation and Chartered Institute of Personnel Development.

Winifred was among 40 non-profit leaders in the Social Leadership Singapore Programme from Harvard Kennedy School of Government in 2014. She holds a Masters of Arts in Education and Human Development from George Washington University and a Bachelor of Arts in English Literature, Sociology and Philosophy from National University of Singapore.