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Board of Innovation

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Board of Innovation Opens its Inaugural APAC Office and Appoints Jean-Francois (JF) Legourd Managing Director APAC

Global [business design](#) and [innovation strategy](#) firm [Board of Innovation](#) today announced that it has launched an Asia-Pacific hub in Singapore and appointed [Jean-Francois \(JF\) Legourd](#) as its Managing Director, effective March 1.

JF joins Board of Innovation from Singtel and HaloLife, where he served as Group Director – Strategy, and CEO, respectively. JF will be bringing his experience in corporate strategy, innovation, and entrepreneurship to Board of Innovation to accelerate the emergence of Southeast Asian innovative global champions.

Additionally, Board of Innovation will benefit from JF's past experience as:

- Samsung (APAC) Head of Digital and Regional Strategy Lead
- Samsung (Korea) Chairman Office, Group Strategy
- Gartner (CEB) EMEA Director of Research & Consulting

Jean-Francois holds an MBA from INSEAD and an MSc from Audencia. He has lived and worked across Korea, ASEAN, South Africa, the UK, and the US for most of his career.

“Joining Board of Innovation is choosing a meaningful impact over a comfortable status quo, walking the talk we so often recommend to others. I feel energized by our mission to grow APAC regional and global champions using our industry experts, proven entrepreneurs, and unafraid innovators,” says JF. “Our first mission will be to cast away the innovation theatre that is creating cynicism and wasting scarce resources. Our second mission will be to build business models from, by, and for the developing world, putting ASEAN in the driver's seat. Lastly, our overarching mission will be to inspire others to do the same, regardless of their scale.”

“I'm excited to see JF joining our company,” says Philippe De Ridder, CEO of Board of Innovation. “His unique track record in corporate strategy, consulting, and venturing make him an ideal leader to head up and grow our APAC business. Our new hub in Singapore will enable us to better serve our clients in the region.”

About Board of Innovation: [Board of Innovation](#) is a business design and innovation strategy firm. For more than 10 years, its consultants have helped Fortune 500 organizations uncover new opportunities for growth by developing innovation strategies, innovation capabilities, and new businesses using their assets and core strengths.

Board of Innovation operates from offices in New York, Amsterdam, Antwerp, and Singapore with clients in health/life sciences (Roche, Novartis), banking/finance (ING, NN), heavy industry (Lafarge Holcim), fast-moving consumer goods/retail (Danone, Estée Lauder), telco (Liberty

Global, Telnor), mobility/aviation (KLM, Volkswagen), and more.

Board of Innovation's long-term mission is to inspire 100 million people to innovate for a better tomorrow. To achieve this goal, its team has built the most comprehensive open-source innovation knowledge base on the web. Boardofinnovation.com publishes tools, guides, in-depth breakdowns of methodologies, how-to articles, and webinars to give you everything you need to develop successful new businesses.