

**Bio-Profile**

**Mr Ernie Koh**  
**Chairman, Commune Lifestyle Pte Ltd**



Mr Ernie Koh was elected President, Singapore Retailers Association (SRA) at the 44<sup>th</sup> Annual General Meeting of the Association on 23 March 2022 for the term from 2022 – 2024. Ernie is currently Chairman of Commune Lifestyle Pte Ltd (100% subsidiary of Koda Ltd) and also the Executive Director (Marketing) of Koda Ltd (listed in Singapore Stock Exchange 2001). Ernie has significant experience in international marketing and corporate branding. He is at the helm of the Group's marketing initiatives, particularly in customer relationship management, client base diversification, trade fairs participation, new product launches and marketing talent recruitment. Ernie is also instrumental in identifying the latest design trends and dealing with changing consumer preferences. Ernie has been with Koda for more than 25 years. During his tenure, he has rapidly expanded Koda's market share, reaching out to more than 120 customers across more than 40 countries throughout the globe.

Ernie is also actively involved in the business and creative communities and is often invited to present papers in various international conferences globally. He sits on and has served in various capacities in Trade Associations, Committees and Advisory Boards :-

- Chairman of ASEAN Furniture Industries Council (AFIC) (2021 - 2023)
- Member of the Industry Advisory Group for School of Spatial & Product Design (2021 - 2023) at Lasalle College of Arts, Singapore
- Elected as Council Member of Singapore Business Federation (SBF) for the term

2020 - 2022)

- Elected to the 61st Board of Singapore Chinese Chamber of Commerce and Industry (SCCCI) for the term 2022 - 2025
- Member on the Advisory Board in the School of Design at Singapore Polytechnic (2015 - 2019)
- Co-Chairman of the Independent Experts Panel for Furniture Industry by Spring Singapore in 2013
- President of the Singapore Furniture Industries Council ("SFIC") (2012-2016)
- Vice-Chairman of the SBF Small and Medium Enterprise Committee (SMEC)
- Member of DesignS (a network of 9 design-centric institutes and associations in Singapore]
- Distinguished member of the Presidential Advisory Commission of Design Business Chamber Singapore
- Chairman, International Furniture Fair Singapore Pte Ltd and the SFIC Finance Advisory Committee
- Chairman, Local Enterprise and Association Development (LEAD) Programme for SFIC

Ernie holds a BSc. in Marketing from the University of Oregon (USA) and an MBA in International Marketing from the San Francisco State University (USA). Ernie is married with 1 child. He is a member of the New Creation Church.