



DAVID CHIEM

Founder, Chairman & Group CEO

From an early age, David Chiem had the ingredients for success as a creative artist and an entrepreneur. The key to his success has been in his ability to stay positively focused amidst all adversities and challenges.

Arriving in Australia with his family at the age of 9 and without being able to speak a word of English, David took his father's words to heart: "There's only one thing I can give you that no one can take from you; your education." With this mindset, he became the first ever student to be awarded 3 medals of honour in the diverse fields of English, Mathematics and Art during his graduating year in Junior College. His subsequent successes since have shown a similar versatility.

Beginning in the Arts, David at the tender age of 14 became the first Asian to be given a lead role on mainstream Australian television, in the internationally acclaimed drama series "Butterfly Island". David went on to study acting at the prestigious Theatre Nepean. He has since played lead roles on mainstream television, film, radio and theatre. He graduated with a BA (Communication) from the University of Technology, Sydney and a Master of Film-making from the world-renowned Australian Film, Television and Radio School (AFTRS).

David has also published two critically acclaimed novels, *'Only the Heart'* and *'The Full Story'* which were nominated for three prestigious Australian literary awards between them. *'Only the Heart'* is a best-seller in its 20th print run and is studied in both the New South Wales Higher School Certificate and the Victorian Certificate of Education. He has written two bestselling parenting books, *Deeper than the Ocean*, hailed as the 'parenting bible of the 21st century' and its follow-up, *The Art of Communicating with Your Child*. He also wrote *The 3-Mind Revolution*, a new world-view for leaders and educators, and *Pre-school Parenting Secrets – Talking with the Sky*.

As the Founder, Chairman and Group CEO of MindChamps Holdings, David has demonstrated an ability to draw together and inspire an impressive team of professionals with backgrounds in education, psychology, neuroscience and theatre to develop and deliver revolutionary cutting-edge mind-training programs. David's ability to creatively 'cross boundaries' is best exemplified by the association he has forged between MindChamps and international award-winning scientist Emeritus Professor Allan Snyder – the founder of *Centre for the Mind*, (University of Sydney). To quote Emeritus Prof. Snyder, "David Chiem is a man who has crossed many bridges of success to achieve a remarkable synthesis of art, education and entrepreneurship."

In 2008, David was awarded the *Entrepreneur of the Year* by Rotary~ASME, while MindChamps was awarded *Rising Star Brand* by Brand Finance, a leading international brand valuation firm and *Promising Brand* at the Singapore Prestige Brand Awards. A year later, MindChamps PreSchool was awarded *Promising Franchisor* by the Franchising and Licensing Association. In 2010, David was awarded *Outstanding Entrepreneur of the Year* at the Asia Pacific Entrepreneurship Awards. In 2011, MindChamps was awarded *Established Brand* at the Singapore Prestige Brand Awards. In recognition of exceptional contribution to the education industry over the past 10 years in Singapore, MindChamps was presented with the *Most Outstanding Achievement for Education* award at the SME 500 awards in 2012. In the following year, MindChamps PreSchool was chosen as *Winner, Franchisor of the Year* by the Franchising and Licensing Association of Singapore.

Since 2011, MindChamps has been ranked as a Singapore/SME 1000 company. 2014 marks the fourth year running that MindChamps has received this recognition – MindChamps is in the top 1.5% of all Singapore/SME companies (top 1000 out of 60,000 companies reviewed by ACRA). Also in 2014, MindChamps PreSchool received the internationally renowned *Superbrands* mark of distinction, and was voted *Influential Brands – Top Brand* for pre-school education in a nationwide survey conducted by Brand Alliance. MindChamps also recently became the 2015 Trademark Portfolio overall winner, awarded by the Intellectual Property Office of Singapore.

David sits on the Board of Directors of the *Intercultural Theatre Institute*. In 2010, David served as Board Director of the *What Makes A Young Champion?* forum held in conjunction with the Singapore Youth Olympic Games.

MindChamps Preschool now holds the number one premium pre-school position in Singapore (with 32% of the total market share). Poised to expand globally, MindChamps attracted media powerhouse Singapore Press Holdings as a partner to its vision. With this, David has taken his father's 'gift of education' and brought it to the world – providing children with the mindset and learning tools to be the best they can be - champions in their own right.

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