



Journey of Building Our First Advisory Board



Story of agewhale



Vision

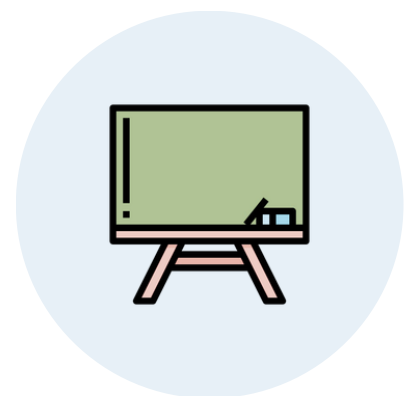
Make caregiving a positive experience for all

Mission

Support family caregivers to navigate elder care

Let's age well together!

Supporting Caregivers at Each Stage



Educational Programs



Tools & Resources



Personalized Support



Reintegration Support

Preparing for Caregiving

Ongoing Caregiving

Complex Caregiving

Post Caregiving

Our Journey



Founding Date

App Prototype
Development

Caregiver
Reintegration &
Support Project

Promotion of
Caregiver-friendly
Workplaces



Why Build a Board?



Past Experience at Fair Employment Agency



Recommendation from ACS



Asian Charity Services

PIVOT for Agewhale

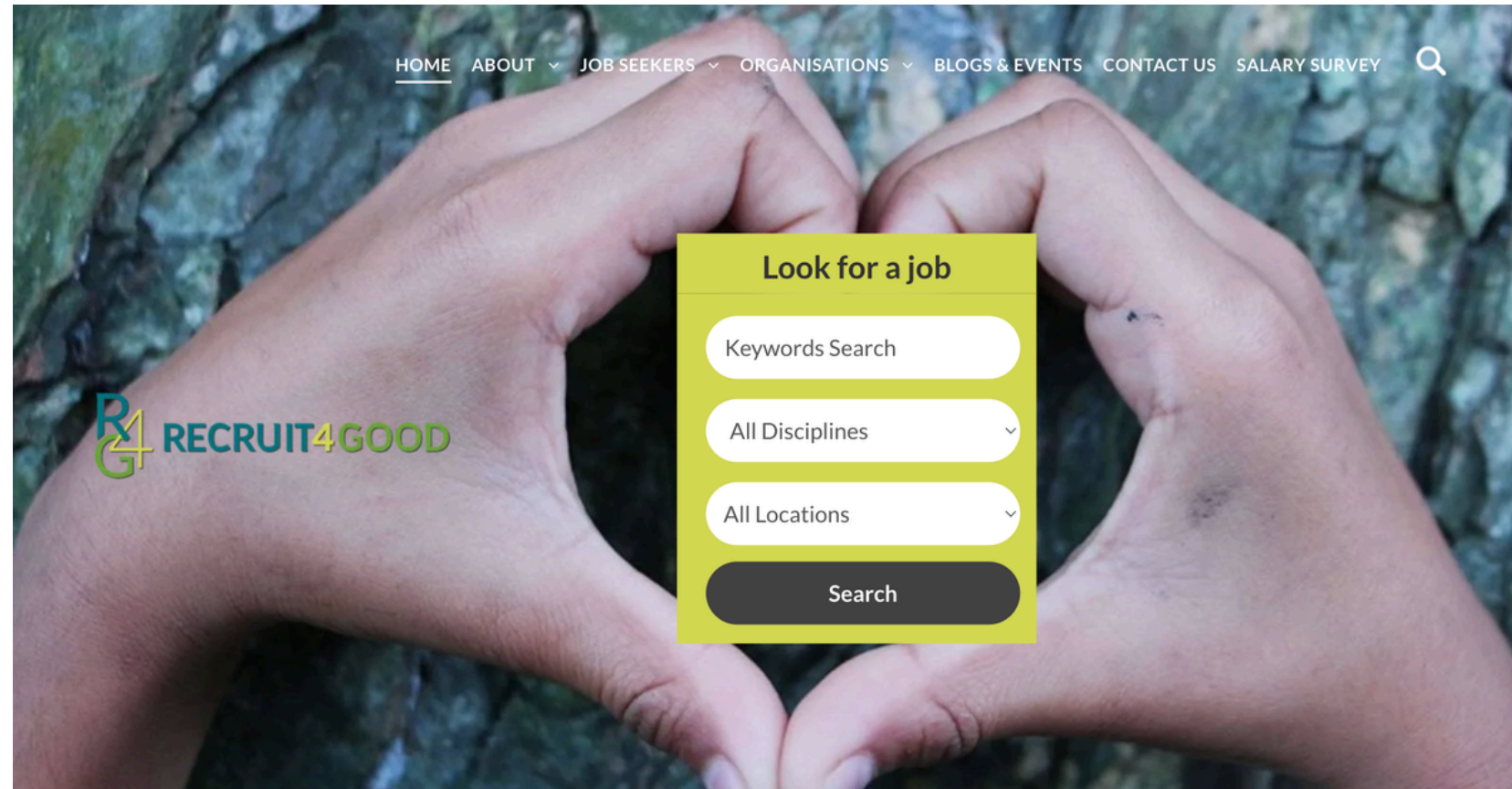
Final Recommendation Meeting

22 January 2025

How Did We Build a Board?



Recruitment Platforms



Board Opportunities - Women to Watch Platform

Connect Senior Women Leaders with Board Opportunities



Free

Connect Senior Women Leaders with Board Opportunities

Offer Details

Board Member

Recruitment Ad

About the Role

As a Pro Bono Board Advisor, you will have the unique opportunity to guide Agewhale's strategic growth and help shape the future of caregiver support programs in the workplace. Leveraging your industry expertise, academic knowledge, or social service experience, you will play a vital role in:

- Providing strategic direction and advice on Agewhale's expansion plans through quarterly board meetings
- Offering insights on program design, implementation, and optimization through regular consultations
- Facilitating partnerships and collaborations to expand Agewhale's reach by leveraging your networks
- Advising on sustainable revenue models and funding strategies to ensure the long-term viability of our programs

Recruitment Ad

Expected Commitment

As a Pro Bono Board Advisor, we ask for a commitment of approximately 5–8 hours per quarter for a term of one year (renewable upon mutual agreement), which includes:

- Meeting with the CEO quarterly (virtual or in-person) to provide strategic guidance and oversight
- Leveraging your networks and connections to facilitate partnerships, collaborations, or sponsorships that can support Agewhale's growth
- Offering program-specific advice and expertise as needed
- Reviewing and providing feedback on key initiatives, policies, and reports as needed

The Impact You Can Make

By joining Agewhale's Pro Bono Board of Advisors, you can make a tangible difference in the lives of family caregivers and their families. Your guidance and expertise will help us empower more organizations to support their employees' caregiving responsibilities, ultimately improving employee well-being, female workforce participation, and gender equity in the workplace.

Interview Process

Gender	Ethnicity	Current Organization	Relevant Experience/Background	Other board roles?	Expertise
Female	Hong Kong			Unsure	HR
Female	Hong Kong			Unsure	Finances
Female	Hong Kong			Unsure	Finances HR
Female	Hong Kong			NGO board	SE/NGO Business
Female	White			Yes	Business
Female	Hong Kong				SE/NGO
Male	Asian			Unsure	DEI/ESG
Male	White			NGO board	HR SE/NGO
Male	Hong Kong			Unsure	SE/NGO HR
Female	Hong Kong			Unsure	HR
Female	White			Unsure	HR

Interview Process

Volunteer?	How learnt about us	Current Relationship	Suitability	Stage
	CG	Existing relationships	Low	Expressed interest
Yes	CG	Existing relationships	Medium	Expressed interest
Yes	CG	Existing relationships	Low	To be declined
	CG	Existing relationships	Low	To be declined
	TWF	Existing relationships	Low	To be declined
Yes	My invitation	Met at events	High	1st Call Done
Yes	My invitation	Met at events	Medium	2nd Meeting done
	CG	Met at events	Medium	2nd Meeting Set
	CG	Existing relationships	High	Confirmed advisor
Unsure	CG	New applicants	High	Confirmed advisor
	TWF	New applicants	High	Expressed interest
	CG	Connected on LinkedIn	Low	Expressed interest
	CG	Online	Low	Expressed interest

Interview Questions

- Strategic Alignment and Passion
- Relevant Experience and Expertise
- Networking and Collaboration
- Commitment and Contribution

Signing an Agreement

- Outline the volunteer role
- Explain the volunteer nature
- Confidentiality
- Term time
- Termination clause

Finalizing Our Board of Advisors

Our board advisors



Betty Wan

Betty is a HR Executive with 20+ years of experience holding senior global roles amongst blue-chip listed corporations in the pharmaceutical, banking and energy sectors. A trusted partner, she is experienced working closely with the C

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Inez Wu

Inez is an independent consultant in the biotech & healthcare sectors. She has had over 20 years of work experience in the USA & Hong Kong, encompassing patient advocacy, smart healthcare development, clinical trials project ma

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Kevin Lee

Kevin is a strategist and advocate for inclusive innovation and digital transformation, with a career spanning consulting, wellness tech, and global financial services. He specializes in go-to-market strategy and change management, en

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🌟 **Betty Wan:** A HR executive at CLP with 20+ years of blue-chip experience in corporate transformation building pivotal capability and culture enabling success. She volunteers at other NGOs and Chambers of Commerce for social mobility and economic inclusion.

🌟 **Inez Wu:** An independent consultant with extensive experience in biotech, healthcare, and patient advocacy, who also contributes her expertise as a board advisor to several NGOs.

🌟 **Kevin Lee:** A strategist in digital transformation and social innovation at HSBC, with a deep passion for driving initiatives that support disability inclusion, wellness, and caregiver advocacy.

Finalizing Our Board of Advisors



Loïc André

Loïc is a multi-cultural leader with over 20 years of cross-sector experience spanning hospitality, diplomacy, talent acquisition and social entrepreneurship. He holds a Master's in Economic Sciences, informing his analytical apppr [View more...](#)

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Raymond Tam

Raymond Tam is a seasoned senior executive with over 28 years of leadership experience in pensions, digital wealth, and asset management. He has held pivotal roles at Manulife, Value Partners, BlackRock, and Merrill Lynch. He currently serves : [View more...](#)

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Sandra Leung

Sandra joined HKEX in October 2015, and is currently Head of the COO Office and Managing Director in Strategic Projects. Prior to joining HKEX, Sandra spent almost 10 years in Goldman Sachs in Hong Kong, last serving as Executive Directo [View more...](#)

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☀️ Loïc André: A multi-sector leader and social entrepreneur, currently leading WISE 匯菁 to create equitable employment pathways and foster inclusive workplaces for marginalized communities.

☀️ Raymond Tam: A financial executive with 27 years of asset management experience, recognized for his work in corporate governance, financial inclusion, and mentoring the next generation of leaders.

☀️ Sandra Leung: A corporate finance and strategy leader who brings rich board experience across multiple NGOs, where she has championed social impact through corporate and community collaboration.

Board of Advisors' Involvement



Next Steps and Q&A

