

PRESENTED BY



PRESENTING SPONSOR OF THE 2016 BUSINESS TIMES CORPORATE GOLF LEAGUE

# BY JUSTINE MOSS SO MUCH DRIVE IN HER

This is the first year that SAS – which is celebrating its 40th anniversary this year – is competing in the Business Times Corporate Golf League. The company provides analytics capabilities to the financial services industry, telcos and the Government for its smart nation initiative, which plays a pivotal role in shaping the daily lives of Singaporeans. Through innovative analytics, business intelligence and data management software and services, SAS, which once stood for “statistical analysis system” when it was founded in 1976, helps customers make better decisions faster. Tan Yen Yen, Regional Vice President and Managing Director of Asia Pacific (South) for SAS Institute, is responsible for driving revenue and growth, and providing leadership to her teams in the region. The 29-handicapper shares her love of golf, the business and cars.



#### When did you start playing golf and what's currently in your bag?

My husband is an avid golfer, and I was encouraged to learn the game after marriage or risk becoming a golf widow. I have Honma irons and woods, Cleveland hybrid and Odyssey putter.

#### What is your favourite course in Singapore and why?

Sentosa Golf Club's Serapong, for its challenging and scenic course. It also has well managed fairways and immaculate greens.

#### Your favourite three courses in the region and why?

I've played on many courses in Asia, Australia and USA. My top three favourites are Nirwana Bali Golf Club for the dramatic view of the Indian Ocean and Bali landscape of rice terraces; Spring City Kunming for its cool weather, mountain and lake views at a high altitude of above 2,000 metres; Ria Bintan for its spectacular ocean view.

#### Your favourite player and why?

Phil Mickelson – I had the privilege to play with him at a corporate event in Singapore. He is such a personal and charming person; awe-inspiring to play with a professional player and watch how he plays such seemingly effortless good golf.

#### How often do you play?

Not often enough lately due to my knee surgery for a torn meniscus. I play occasionally with colleagues, customers and sometimes on weekends with my children who enjoy golf.

#### Do you travel on golf holidays?

Yes, I have been on several golf holidays with family and friends in the region like Perth, Kunming, Bali, Bintan and Malacca. One of my most enjoyable trips was two years ago when I played at Koh Samui with my husband and four children; it was good family bonding time.

#### Who would be in your dream flight?

Phil Mickelson to get tips on short game, Ernie Els for his easy swing and Pak Se Ri for being the first Asian who set the stage for more Asian ladies in the golf arena.

#### How useful is golf for you when it comes to business networking?

When you spend hours on the greens with someone, you naturally develop a relationship and bond with that person over time. I find that a round of golf allows you to know your business partners really well; it gives you time to engage in deep conversations in a relaxed environment which a formal business setting cannot provide.

#### This is the first year for SAS in the BT Corporate Golf League – why did SAS decide to sign up this year?

It allows us to get to know our business associates better in a low-stress environment, away from the hustle and bustle of our corporate lives.

I am quite big on sports team-building exercises with my own staff, as I believe that goes into building a high-performance team.

#### What are you looking forward to most about participating in the BT Corporate Golf League?

Catching up with old friends and associates in the Singapore business community.

I travel half of the time, and occasions like these are great for catching up on what's happening in their lives.

#### What do you like most about this Audi Q7 which you are test-driving?

The new Q7, with its air suspension, is extremely nimble compared to the one I've driven. Its design is more streamlined and the virtual cockpit is very intuitive. I could say, “I am hungry”, and the response is “Let me find a restaurant”.

#### What's important to you when it comes to cars?

For ladies, the style and form are as important as the power of a car.

The ease of driving, reliability and power is what I look for, on top of it being pleasing to the eye.

#### What drives you when it comes to business? What's important to you?

Building people, building sustainable businesses and building partnerships. I believe that our people are our greatest assets.

It's my job to maintain a work environment that keeps our people happy and productive at work.

#### What drives you out on the golf course?

I'm an outdoor person and enjoy endurance sports. Similar to triathlons or marathons, golf is about challenging yourself and not always about winning.

And like in the business world, it teaches you to be patient, improves concentration and challenges you for self-improvement.

It's also an exercise that allows you to return to nature.



#### AUDI Q7 SPECIFICATIONS & FEATURES

**Model name:** Audi Q7 3.0 TFSI quattro tiptronic  
**Engine:** 1984cc, in-line 4, turbocharged  
**Power:** 333hp  
**Torque:** 440Nm  
**Top speed:** 250km/h  
**0-100km/h:** 6.3s  
**Consumption:** 7.9L/100km  
**Price:** \$250,700 inclusive of COE

#### Features:

- Audi virtual cockpit
- Audi connect – Navigation with Google Map
- quattro all-wheel drive with torque vectoring
- powered folding third row seating
- Matrix LED headlights
- MMI touch (touch pad to read handwriting to find addresses, phone numbers etc)

photo by Jonathan Choo, courtesy of Audi