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YOUNG ALUM SETS NEW RECORD



When Nanyang Business School alumnus Jeffrey Koh made an endowed gift of \$100,000 to NTU, he hoped his contribution would make a difference to the lives of needy students who require a financial boost to get them through their undergraduate studies.

After all, Jeffrey knows exactly what it is like to be born without a silver spoon in his mouth. The 30-year-old lost his father to illness at a young age and his mother had to work as a hotel receptionist to bring up her two children.

“It was very tough for her,” Jeffrey recalled. “She was working at a hotel in a rough neighbourhood. She was often harassed but she gritted her teeth and pressed on for the sake of my brother and myself.”

When Jeffrey was pursuing his accountancy degree at NBS, he struggled with his university expenses and had to apply for a study loan from the university. At the same time, he took on several part-time jobs to tide him through his education.

When the loan was granted, Jeffrey grabbed it with both hands. The rest, as they say, is history.

Today, Jeffrey is Managing Director of Loyal Reliance, a leading business consultancy firm in Singapore, a company he founded in mid 2009. The company specialises in providing creative and corporate solutions to both mature industries and business start ups.

It was in taking a calculated risk that Jeffrey got to where he is today.

Upon graduation in 2005, Jeffrey clinched a job as an investment banker at a real estate company where he was promoted rapidly to become the youngest group manager.



But eager to strike out on his own, Jeffrey resigned from his job after four years to set up his own business consultancy company.

His move raised a few eyebrows, with detractors saying that his company would not last. However, four loyal friends gave him their vote of confidence by quitting their own jobs to join him to set up his company.

With a skeletal crew of five, Jeffrey and his friends managed to steer the company to profitability a mere four months later, in January 2010. By end 2010, it was already hitting a \$1.7 million turnover.

Today, occupying the entire 6th level of Far East Finance Building in the epicentre of the business district, with a staff strength of 52 and growing, Loyal Reliance has a turnover of \$4million at the end of 2011 and is estimated to be worth at least \$10 million currently.

Jeffrey named his company Loyal Reliance as loyalty and reliability are core values he deemed necessary for success in the corporate world.

Loyalty is also what prompted Jeffrey to give back to NTU.

He explained: “To be where I am today is in large part due to my NTU degree which had helped opened doors to valuable windows of opportunities at the start of my career.” The NTU experience, he added, had given him the opportunity to cultivate independence, resourcefulness, strength of character and self reliance.

He added: “I want to give back so that ordinary students like myself at NTU would have a chance to do something extraordinary someday.”