Navtej SINGH

Domain of expertise: Food & Beverage, Interactive Media, Mobile and E-Commerce

Job title / Company: Co-founder & CEO of Tagit Pte Ltd.

Country: Singapore

Naffi has a passion for building businesses from new ideas. Over the last thirty years he has started and exited from several businesses in different areas, and his energy to continue on this path remains as irrepressible as ever. He began his career in advertising, but after seeing early success decided that it would be more fun in pursuing business ideas for himself than for clients! In 1983 he left a promising position as Client Services Director of a leading ad agency to start a fast food company. Over a period of ten years he established franchises for three new fast food concepts – Satay Anika, Healthworks and J. Higby’s Frozen Yogurt. He exited from the food business in 1993 and went on to build an interactive digital media agency. However, with the rise of the Internet in the early ‘90s, Naffi saw exciting new business opportunities in cyber space and decided to start a technology incubator, Globeweb Technologies. Substantial venture capital was raised to fund two patented ideas – one in mobile applications (Vasunas) and the other in online electronic payments (CAZH).

Tagit was established soon after CAZH was acquired in 2004. It pioneered the idea of the mobile application development platform (MADP) to enable enterprises to tap the fast-emerging mobile universe. This happened long before the iPhone was introduced and the concept of the AppStore became universally popular.

Naffi is an alumnus of the University of Singapore (now known as the National University of Singapore) and graduated with Masters in Communications from The Pennsylvania State University. He is a Reservist Captain in the Singapore Armed Forces, and Entrepreneur-in-Residence at INSEAD Business School. He also serves on the Alumni Advisory Board of the National University of Singapore.