

# Speaker's Bio



## JESSICA SEET

A radio broadcaster for almost 11 years, Jessica started out as a producer/presenter of Radio 1 in 1993. The news and information station relaunched as One FM 90.5 in 1995 and was eventually revamped to Gold 90.5 FM. Jessica performed various roles as newscaster, roving reporter, current affairs producer and talkshow host. She produced the prestigious annual Oscar Special featuring movie buffs such as journalist Ong Soh Chin, Philip Cheah and GV Ceo, Kenneth Tan. She also hosted a series of talkshows called "One on One" featuring local personalities; a series which spearheaded the media support of Singapore's first mountaineering expedition to Mount Everest.

Co-hosting the morning show, "The Gold Breakfast with Beauty & the Beast", brought Jessica together with advertising guru and author, Jim Aitchison. The show featured the "Great Singapore Mouthout", the duo's hilarious attempt to help listeners exercise their vocal cords every morning before getting in to work!

On Gold 90.5 FM, Jessica also took on the role of Music Director, launching the "Classic Hits" CD, before her promotion to Asst. Programme Director of Class 95 FM till 2004.

The voice-over talent for numerous clients such as Singtel, Mercedes-Benz, The Ritz Carlton, M1, and Her World, Jessica's voice was also heard on Singapore's National Carrier, Singapore Airlines' inflight safety video from 1996 to 2004 and currently heard greeting visitors on SIA's Hop On Hop Off bus service.

Jessica has hosted numerous events and product launches. From Chijazz Festival @ Chijmes, to the MediaCorp Radio Awards presented by Carlsberg to the prestigious Singapore Tatler Ball for two consecutive years in 2001 and 2002.

Her passion for music began early and by seventeen, she was a member of the Peter Low Choir at Risen Christ Church. After her degree in Economics and Philosophy at the National University of Singapore, Jessica began training telemarketers for FHS Inc, an American consultancy firm with clients such as Westin Hotel, Holiday Inn, ANA Hotel and Hotel Properties Ltd. Promoted to Regional Marketing Manager, Jessica began marketing Hotels in Malaysia and Indonesia and training the Project leaders there.

She has since spent many years fulfilling her dreams of travelling the world and her journeys have taken her to many European destinations as well as New Zealand, Cambodia, China and Vietnam. On September 11, 2001, Jessica was stranded in Washington D.C., USA when disaster struck and managed to file 'roving reports' to Gold 90FM and NewsRadio 938 before making her way safely by car to Canada.

Still very passionate about the industry, Jessica wanted to further her knowledge so she attended the Masters in Mass Communication programme part-time at NTU and completed the coursework in 2000. In 2001, Jessica was appointed as "Lifelong Learning Ambassador" for Mediagroup Radio and Ministry of Manpower's initiative to promote lifelong learning.

Her Peranakan roots means this lady loves her spicy food and learning how to cook them! But there's nothing she enjoys more than a good glass of wine, an hour of relaxing yoga or just escaping into an engaging book.

As founder, managing director and executive voice coach, Jessica is continuing her lifelong learning journey as she enjoys the challenges of being an entrepreneur.

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