LEWIS ANG

SENIOR BUSINESS ADVISOR

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PROFILE

Senior Business Advisor with 10 years across Singapore SME advisory and F&B operations. Handles 1,670+ advisory cases and 350+ grant or formal diagnosis clients, combining operator experience with structured business diagnosis, funding strategy, and practical implementation. Led the WIPO IP Toolkit rollout, delivered 8 capability workshops, and serves as the de facto AI lead at SME Centre@SMF.

CORE EXPERTISE

SME advisory and business diagnosis · Government grants and funding · Operational strategy · F&B productivity and revenue management · AI integration · Stakeholder and programme management

PROFESSIONAL EXPERIENCE

Senior Business Advisor | SME Centre@SMF · Singapore Manufacturing Federation, Singapore *Mar 2022 - Present*

- Advise Singapore SMEs across government grants, business diagnosis, and operational strategy, with 1,670+ advisory cases handled in four years.
- Shepherd 350+ clients through grant or formal diagnosis workstreams, translating complex requirements into clear recommendations and action plans.
- Use hands-on F&B operating experience to support founders on workflow, manpower planning, menu engineering, customer experience, and business viability.
- Led the WIPO IP Toolkit rollout for the Group Based Upgrading Project and ran 8 capability workshops under the Business Community Engagement series.
- Serve as the de facto AI lead, driving AI integration across internal operations and advising clients on practical adoption.

Assistant Operation Manager | F&B operations (various) *Pre-2022*

- Ran F&B operations before moving into advisory, building practical experience with supplier issues, staffing decisions, workflow, and outlet execution.
- Bring an operator's instinct to advisory engagements, with recommendations grounded in the reality of day-to-day service conditions.

EDUCATION

Bachelor of Business Administration (BBA) | RMIT University (SIM) *2013 - 2015*

Business Administration and Management, General

Diploma in Digital Media Design | Nanyang Polytechnic *2007 - 2010*

SELECTED CREDENTIALS

Finance Essentials for Business Success | Singapore Management University | Mar 2026

Advanced Certificate in Entrepreneurship - Scale-Up Module 4: Customer Acquisition and Generating Sales | Singapore Management University | Jan 2026

Food & Beverage Productivity & Revenue Management | Temasek Polytechnic | Oct 2025

AI in Marketing: The Next Leap | Singapore Management University | Sep 2025

Sustainability Transformation through Green Compass | Singapore Institute of Manufacturing Technology | Dec 2024

Digital Transformation (foundational) | Singapore Institute of Manufacturing Technology | Nov 2024

Innovating Through Design Thinking: The Advanced Applications | Singapore Management University | Mar 2024

Franchise Management 5 | FT Consulting Pte. Ltd. | Dec 2023