

AREAS OF EXPERTISE

- **Development and Management of National and Large scale Digital Transformation** – Leading large scale government digital infrastructure programmes, data exchange frameworks, and whole of government / organisational transformation initiatives.
- **Digital, Data & AI Governance** – Advising senior policymakers on data maturity frameworks, AI ethics, algorithmic risk mitigation, and regulatory aligned governance structures
- **Programme & Change Management** – Directing complex, large scale programmes across multiple countries, including Malaysia, Indonesia, Vietnam, Thailand, Myanmar, Singapore, Sudan, Mauritius, and Fiji.
- **Digital Economy & Innovation** – Founder of Southeast Asia's first B2B e commerce company, with deep expertise in digital era business models, customer acquisition, and global operations.

PUBLICATIONS:

- **From Paper to Digital: Practitioner Insights from Mauritius' National Smart Identity Transformation**
Charles Telfair Centre, 2025
Co authors: Mr. Tan Kim Leng, Ms. Anjena Seewooruthun
- **Digital Government Transformation Handbook**
Endeavour, 2024
K. V. Soon et al. – Main Contributor, Editor
- **The AI Power Clash: Why Asia Cannot Afford to Be a Spectator**
Scoop Malaysia, March 2026
- **Seedance 2.0 and Napster: History Repeating in Digital Disruption, Backlash, and Forced Evolution?**
Scoop Malaysia, March 2026
- **Build Trust and Foundations Before AI Rush**- The Fiji Times, August 2025
- **Transforming Education: A Collaborative Vision for a Future Ready Nation**- Malay Mail, December 2024
- **Digitalisation: One Digital Platform for Businesses and Citizens**
Featured in The Edge Malaysia, November 2023 – Discussing the work of Endeavour
- **We Need to Address the Matter of Trust in MySejahtera** -Malay Mail, December 2020
- **Home Education: Introduction and a Perspective**-Proceedings of the National Alternative Education Workshop, Universiti Malaya, 2013
- Co author: Chong Wai Leng



K. V. SOON SENIOR ASSOCIATE DIRECTOR

Mr. K. V. Soon is a seasoned technology entrepreneur and executive advisor with over 25 years of experience guiding governments and enterprises through large scale, digital, data, and AI driven transformation. His leadership spans the founding of Southeast Asia's first B2B e commerce venture, spearheading regional expansion initiatives, and overseeing complex Government to Government programmes— including national digital identity, digital governance, and whole of nation public infrastructure modernisation.

Widely regarded for his expertise in data maturity, ethical AI, and institutional risk mitigation, he works closely with senior policymakers and corporate leaders to strengthen governance, improve decision intelligence, and build resilient digital ecosystems. With a proven ability to align technology, data architectures, and strategic governance, Mr. Soon enables leadership teams to navigate disruption, safeguard trust, and accelerate the creation of future ready organisations that deliver long term societal and economic value.