



**Ann LOW, Deputy Director, Healthy Food & Dining Division,
Health Promotion Board**

Ann is the Deputy Director of Healthy Food & Dining Division. She is responsible for development and management of HPB's priority Food programs such as Healthier Ingredient Development Scheme, Healthier Dining Program, Healthier Choice Symbol program to manage the prevalence of obesity amongst Singapore residents. Most recent project is the digital transformation of "Eat, Drink, Shop Healthy Campaign" to nudge healthier food consumption and purchase behavior all year round.

She had worked in the private sector fast-moving consumer goods industry across food & non-food categories over the last 15 years, managing brand and product development, marketing strategies and consumer insights projects before joining Health Promotion Board in 2015.