

ROYAL SELANGOR®



Yong Yoon Li, Managing Director of Royal Selangor

Yong Yoon Li is the Managing Director of Royal Selangor International, a homeware brand that spans four generations. He ensures Royal Selangor continues to design and produce beautiful and relevant products for today's discerning consumers. He is also the fourth-generation descendant of the founder of Royal Selangor, Yong Koon. He started with the company in 2005 and joined the board as Executive Director on January 2012.

His other experiences lie in the motorsports and automotive industry. He worked as a design engineer with Formula One with Team Lotus International and Nissan Motorsports in the UK.

He currently sits on the board of the Malaysia Chapter of YPO and Malaysia country committee for Family Business Network International. He previously served on the global board of Entrepreneurs' Organization and had been a board member of Family Business Network Asia. He has also sat on various committees at the Standards and Industrial Research Institute of Malaysia (SIRIM) and the Ministry of Youth and Sports.

Yoon Li graduated with a Masters in Engineering from the Manufacturing Engineering School at the University of Birmingham, UK. He also holds an MBA from IMD, Lausanne Switzerland.

Yoon Li is married to Grace and has two daughters.