



Sandra Yu is a former Senior Executive at Unilever and Mead Johnson Nutrition/Reckitt Benckiser. Expatriated to Thailand, the US, and China, Sandra has 25+ years of global consumer goods experience operating across multi-cultural organizations, creating a bridge between the West and the East. She has gained experience in the health care and nutrition, hair care, skin care, food, household & personal care categories during her career.

Sandra has been a catalyst for change with a proven track record of driving the transformation of a business and its brands in dynamic, fast-changing and complicated environments. She is known as a highly effective and truly authentic leader. She has mindfully moved into the second stage of her career, with the purpose of discovering and sharing; and now holds several Non-Executive roles advising and mentoring executives and female leaders going through different transformational phases.

Sandra has built a broad network and deep expertise in the consumer goods industry, particularly in Asia. As the former President of Mead Johnson for Greater China, Sandra led the organisation going through major transformation, and enhanced organisational capabilities in innovation, digitalisation, and new retail in China's fast-changing and complicated regulatory environment. She also chaired China's Pediatric Nutrition Industry Association; and drove changes in industry regulation, compliance and business governance.

Sandra was also previously the acting CMO for Mead Johnson at their Chicago office. Prior to joining Mead Johnson, Sandra worked for Unilever for 13 years and was the Marketing Vice President for Unilever Skin Care in Asia. Sandra is currently based in Taiwan and China.