

PROFILE

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School of Entrepreneurship

ICON

Kathryn Khoo, the Chief Operating Officer (COO) and Chief Financial Officer (CFO) at Holistic Wealth Group (HWG), exemplifies resilience, adaptability, and a relentless commitment to excellence. Her career began modestly at the front desk of a beauty company, where her entrepreneurial spirit flourished. Rapidly climbing the ranks to Junior Operation Manager, Kathryn managed operations across five branches in Malaysia before becoming a successful insurance agent. With over 15 years of experience, Kathryn has achieved MDRT recognition eight times and earned the title of Outstanding Unit Manager in 2011. Her leadership nurtured three MDRT agents, showcasing her talent cultivation skills. In 2015, she co-founded Pisteuo Advisory with Dato' Chua and Elsie Loo, which later evolved into HWG under her visionary guidance. Kathryn led HWG's digital transformation, introducing innovations like the single Pisteuo Advisory portal and integrating online submissions with principal portals by 2021. In January 2024, she launched the revolutionary HWG Single Sign-On platform, enhancing operational efficiency and unifying branding. Beyond HWG, Kathryn is committed to sustainability. She acquired the GPM 360 Professional Certification and founded Cool Planet Sdn Bhd in 2023, earning the Sustainability Leadership Award. Her inclusion as a case study in the United Nations Commission on the Status of Women underscores her global impact. Kathryn Khoo continues to inspire and lead by example, leaving a significant mark on both the financial industry and the global community.



Kathryn Khoo

Estate Planning and Advisory