



Basketball Association of Singapore



1st November 2023

Basketball Association of Singapore (BAS) Welcomes New CEO

BAS is pleased to announce the appointment of Mr. Leon Neo Lih Yaw as its new Chief Executive Officer, seconded from SportSG for a two-year term. With a wealth of experience and a proven track record in both public service and the private sector, Leon is poised to lead the organization into a new era of growth.

Leon boasts over 20 years of experience working in both the public service and the private sector. He has been with SportSG for more than a decade, collaborating with various National Sports Associations (NSAs) in Singapore to advise them on their multi-year sports plans and funding matters. With this experience, Leon will play a pivotal role in helping BAS strengthen its governance and financial capabilities.

Taking on this task is no easy job, but Leon is confident that he will work with stakeholders to elevate the sport to greater heights. Leon remarked, "I am both grateful and honored to be given this opportunity to serve in one of the most popular sports in Singapore. It is with great pleasure that I can seize this chance to work with a team of passionate volunteers and staff. I look forward to meeting more enthusiastic individuals to help build the Basketball ecosystem together."

While Leon used to play basketball in primary school, he later transitioned to competitive volleyball during his secondary and tertiary school years. He believes that his understanding of team sports can help bring the community closer together.



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BAS Secretary-General, Mr. Kelvin Tan, expressed his confidence in Mr. Leon Neo taking the helm: "We are very excited to welcome Leon to the Basketball Association of Singapore. His extensive experience in the sports scene, coupled with his personal passion for cultivating a positive and communal culture around it, is truly admirable. I, for one, am grateful to work alongside him."

BAS extends its gratitude to James Soh, the previous CEO, for his dedicated leadership, and eagerly anticipates a smooth transition under Leon Neo's guidance.
