



## Elsie Yeo

Business Development Manager

### QUALIFICATIONS

- Advocate and Solicitor, High Court in Malaya (Non-practising)
- Bachelor of Law (Hons), University of Liverpool, United Kingdom
- Certificate of Legal Practice (CLP), Malaysia

### PROFESSIONAL BACKGROUND

As our Business Development Manager, Elsie serves as the primary architect of the firm's strategic growth and client relationship initiatives. With a keen eye for market trends and a deep understanding of the legal landscape, she focuses on identifying emerging opportunities that align with our core practice areas. Her approach is rooted in the belief that business development is not just about expansion, but about fostering long-term, value-driven partnerships that support our clients' evolving commercial objectives.

She works closely with our legal teams to refine our service delivery, ensuring that our expertise is both accessible and tailored to the specific needs of the industries we serve. From overseeing high-level networking strategies to managing multi-jurisdictional pitches, her leadership ensures that the firm remains at the forefront of the market. By bridging the gap between legal excellence and business strategy, she plays a pivotal role in maintaining our reputation for innovation and client-centric service.



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