**Straits Interactive Accelerates Gen AI Vision with Key Leadership Appointments: Alvin Toh as Chief AI Officer and Dr Celine Chew as Chief AI Learning Officer**

**SINGAPORE, 7 October, 2026** — Straits Interactive, a leading edtech and data governance company committed to equipping organisations with Gen AI Capability-as-a-Service, today announced two key leadership appointments to drive its next phase of growth. Alvin Toh, Co-founder and former Chief Marketing Officer, has been appointed as Chief AI Officer (CAIO), and Dr Celine Chew, formerly Head of Learning and Development, has been appointed as Chief AI Learning Officer.

These strategic appointments underscore Straits Interactive's commitment to bridging the gap between data governance and artificial intelligence, empowering enterprises—particularly non-tech professionals and SMEs—to scale their AI capabilities safely and securely.

**Alvin Toh to Lead Enterprise AI Strategy and Capabara® Platform Innovation**

In his new role as Chief AI Officer, Alvin Toh leads the company's AI strategy, championing the responsible use of Generative AI across its privacy and data governance solutions in the region. Toh serves as the key evangelist for Capabara, Straits Interactive's proprietary no-code Generative AI platform, and shapes the company's AI training roadmap.

He will drive internal executive AI leadership and upskilling programmes that cover AI transformation strategy, agentic workflow design, and governance and ethics across the AI lifecycle. He also continues to advance one of the largest regional data governance professional networks, the Data Protection Excellence (DPEX) Network.

A veteran of the technology industry with a background driving major portfolios at Sun Microsystems and 3Com, Toh has served as an appointed speaker for the Infocomm Media Development Authority (IMDA) on Personal Data Protection updates to the industry in Singapore. He brings deep expertise to the role as a respected regional speaker on data protection, privacy management, and Generative AI, and actively contributes his expertise to Straits Interactive's Gen AI courses on HR, Business Productivity, and Digital Marketing.

"Every organisation racing to adopt AI eventually has to answer one question: Who's accountable for it?" said **Alvin Toh, Chief AI Officer, Straits Interactive**. "My job is to make sure Straits Interactive's answer holds up in practice, not just on an organisational chart. That means building our AI Factory to turn our own knowledge into intelligence, with risk, trust, and transparency built in from day one."

**Dr Celine Chew to Champion AI Capability Development for the Workforce**

As the newly appointed Chief AI Learning Officer, Dr Celine Chew will lead Straits Interactive's comprehensive suite of Applied AI training programmes. Chew previously oversaw the development of training for data governance and Generative AI for adult learners, notably developing the Advanced Certificate in Generative AI programmes conducted at SMU Academy.

Having attained her DBA in Emerging Technologies with a Specialisation in Generative AI, Chew will now drive the company's mission to uplift the workforce from fundamental AI literacy to advanced AI capability through outcome-based, hands-on learning frameworks that bridge the gap between theoretical AI concepts and real-world execution. Her focus will centre on enabling practical AI application to empower non-technical learners to become confident AI creators.

"AI capability is built when people learn to think with AI, create with AI, and apply it confidently and responsibly to real-world challenges. My goal is to help every learner move beyond knowing about AI to creating meaningful value with it," said **Dr Celine Chew, Chief AI Learning Officer.** "I look forward to expanding our hands-on training to equip professionals across all sectors with the practical skills, critical thinking, and ethical frameworks to harness Gen AI's full potential in their work."

**Driving Safe and Secure Capability-as-a-Service for Organisations**

As Straits Interactive gears up for its next phase in Gen AI-driven growth, **Dr. Kevin Shepherdson, Founder and Chief Executive Officer of Straits Interactive,** said, "Alvin and Celine have been instrumental in positioning Straits Interactive at the forefront of digital transformation and data privacy. Their new appointments perfectly align with our transition towards an AI Capability-as-a-Service model for ourselves and what we enable for our clients. With Alvin steering our AI technology strategy and Celine leading our AI educational frameworks, we are exceptionally well-equipped to guide our clients safely and effectively into the Generative AI revolution."

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**About Straits Interactive**

Straits Interactive delivers sustainable data governance solutions that help organisations create trust in today's data-driven world. As trusted advisors to SMEs, MNCs, and data protection authorities in the region, we provide comprehensive competency, consulting, and capability roadmaps in data protection and governance. We partner with top universities in the region and international certification bodies to offer advanced diplomas, degrees, and certification courses. Today, we offer our own line of software, digital content, and more than 40 courses covering data protection, data

governance, and Generative AI. For more information about Straits Interactive, visit www.straitsinteractive.com.

Our Capabara Capability-as-a-Service platform, combined with our hands-on advisory services and training courses, helps organisations enable, govern and manage their digitalisation and innovation objectives. In 2023, ten years after its founding, Straits Interactive was honoured as one of the top ten 'Outstanding and Promising Startups' at the inaugural Action Community for Entrepreneurship (ACE) Startup Awards, an unprecedented national accolade celebrating exceptional startups in Singapore.

**Executive Biographies:**

**Alvin Toh, Chief AI Officer**
Alvin holds an MBA (Beta Gamma Sigma) in International Business Administration from Rutgers, The State University of New Jersey-New Brunswick. He holds highly regarded industry qualifications from the International Association of Privacy Professionals (IAPP), OCEG, and EXIN, including Certified Information Privacy Manager and Technologist (CIPM and CIPT), the Certified Information Privacy Professional/Asia (CIPP/A), and the GRC Professional (GRCP) Certification. Locally, he received the Advanced Diploma in Data Protection from Singapore Management University (SMU) in 2019.

**Dr Celine Chew, Chief AI Learning Officer**
Dr. Celine Chew previously served as the Head of Learning and Development at Straits Interactive where she oversaw the development of training for data governance and generative AI for adult learners. She notably developed the Advanced Certificate in Generative AI, Ethics and Data Protection programme conducted at SMU Academy. Dr. Chew also conducts training for Data Protection Officers (DPOs), helping companies propel their digital transformation efforts through data protection and governance. Through her hands-on approach and strategic insights, she has advanced the integration of cutting-edge AI technologies and helped launch the company's first AI DPO Assistant toolkit. She has extensive training experience internationally and specializes in the social, emotional, and cognitive aspects of learning. Additionally, she serves as an executive coach to senior executives in multinational and regional companies.

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