



## **APPOINTMENT OF GENERAL MANAGER/SECRETARY**

Dear Members of the Singapore Recreation Club,

The Management is pleased to inform you of the appointment of Ms Rita Ng as the Club's General Manager/Secretary.

Rita completed her Bachelor of Business Marketing from the Latrobe University, Australia in 2005 and has more than 16 years of experience in the retailing and F&B sector. Rita comes to us from DFI Retail Group Holdings Limited (formerly known as Dairy Farm International Holdings Limited), as Head of Business for Ready to Eat (RTE), for South East Asia and helped to establish RTE business in Dairy Farm International, Singapore, Malaysia and Indonesia in 2019. She led a team of 8 category managers and executives covering commercial trading of RTE business with annual sales of USD 44 million across SEA. Under the RTE division, Rita and her team managed 50 vendors in both Singapore and Malaysia, for creative product development including private labels and food counters in all supermarkets and Uncle Jack fast food chain in Giant and Cold Storage.

Rita started with Dairy Farm International as Head of Fresh Specialist that managed 5 category specialists with 130 department managers over 56 supermarkets on product merchandise and fresh operations between 2011 and 2014. She led in major events such as Epicurean by MBS, F1 and Savour between 2012 and 2014 and was awarded Commitment and Dedication for Events Excellence in 2012 and 2013.

In 2014, Rita joined The Soul Group as Director of Business and managed Pasarbella, the first farmers' market in Turf City and led the farmers' market successfully into the iLight Singapore art festival at Marina Bay, Singapore.

Rita spent 3 years with Swiss Butchery (2013) Pte Ltd as Director of Business, leading a team of 50 team members overseeing 16 butchery outlets in Singapore. She built from 3 outlets in 2016 to 16 outlets by 2018, making Swiss Butchery the largest and fastest growing butchery chain in Singapore.

Rita actively volunteered with multiple organisations for children and medical missionaries in Asia between 2000 and 2013 and in her spare time, worked with the Crisis Relief Singapore society for major global disaster support work prior to Covid-19.

We welcome Rita and hope that you will also welcome her when she does her rounds. She can also be reached via email at: [gm@src.org.sg](mailto:gm@src.org.sg)

Sincerely,  
Management Committee  
2022 - 2024