

Helen Zhou

President of Ksher

Ms Helen Zhou is the President of Ksher, responsible for the company's strategic planning and overall management. Prior to joining the fintech start-up in 2021, she has been an investor of the company and served as a director of the board since 2017.

Ms. Zhou is a veteran entrepreneur and financial professional in the finance and technology sectors in Asia. Previously, she was the Chief Strategy Officer of Yeahka, a mobile payment technology platform in China, and played an instrumental role in the company's strategic development and led its successful IPO in Hong Kong in 2020.

Prior to Yeahka, Ms. Zhou worked in the financial industry in Asia and accumulated more than 10 years of experience in investment banking and capital investing, with companies including UBS, Goldman Sachs and CSOP Asset Management. Her professional career started in business news reporting for Reuters.

Ms. Zhou holds a Master's degree in Business Administration from the Hong Kong University of Science and Technology and a Bachelor's degree in engineering from Tianjin University, China.

