



Laura Heke
Director
Creative Connexions

Laura is currently the Director of Creative Connexions with responsibility for the overall operation of the business. She has led the development of the programme from a 'project concept' to an international, commercially focused operation. Laura has extensive experience in international operations having spent 18 years working for large (US\$3-9 billion) multi-national corporations Monsanto, Solvia and JohnsonDiversey.



Her work in Asia Pacific began during her time with Monsanto (and later Solvia) when she held several business development and operations management positions focusing on the creation and implementation of growth strategies in the region. When Solvia spun-off from Monsanto in 1997, Laura moved to Singapore as Asia Regional Director to rebuild the company's infrastructure across Asia Pacific and lead a team of country directors to achieve double digit growth. During this time she also served on the Board of Directors for three joint ventures in China.

Laura has lived and worked in the United States, Singapore, Belgium, the Netherlands and now calls the U.K. her home. Laura holds an MBA with an emphasis in Marketing and Finance from Washington University in the United States.

