

# Steve Bealing, Chief Executive Officer



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Steve Bealing is the Chief Executive Officer of Cognitive Edge Pte Ltd, based in Singapore. In this role Steve is responsible for the overall success of the Cognitive Edge business, globally. Steve has held this position since 2005. Steve has been an accredited Cognitive Edge practitioner since 2002.

Cognitive Edge is a networked based organisation that exists to assist clients with intractable problems and reduce strategic surprise. It creates open source consulting methods which are practised by its global network of over 500 accredited professionals, and develops software that leverages unstructured data, complexity and networks to provide early detection of patterns and associated weak signals, thus improving anticipation and responsiveness to change. The scope and scale of the kinds of issues where the software has been brought to bear range from asymmetric threats to national security, to customer loyalty in the financial sector of emerging countries, and to the challenges of redefining the curriculum of national education programmes in schools.

Prior to his current role with Cognitive Edge, Steve spent nine years with IBM and three with Price Waterhouse Management Consulting Services. In these roles Steve collaborated with a variety of clients to address and exploit strategic business issues and emerging opportunities across the Asia Pacific. Whilst in IBM, Steve was the Asia Pacific leader of the Cynefin Centre for Organisational Complexity, in addition to being the Principal of the IBM Public Sector Consulting practice in South East Asia. Steve has worked with private and public sector clients in every ASEAN nation, India, the United States, the United Kingdom, Hong Kong, Korea and Australia.

After 12 years of hard-won experience in giant corporations, Steve's goal is to build a flexible, responsive and scalable organisation in Cognitive Edge and realise its potential. He is passionate about the need to renew management thinking to adapt to constant global technological, social and geopolitical upheaval. When not plotting to overthrow obsolete and obstinate management bureaucracies, Steve enjoys travelling with his family, good books and a decent game of any sport.