biotropics MALAYSIA

CORPORATE BIO

Joel Neoh

Director, Biotropics Malaysia

Joel Neoh is a director of Biotropics Malaysia. He brings experience of building consumer health brands and growing them in the United States.

As Managing Director at Prenetics from 2023, he co-launched the supplement brand IM8 with David Beckham, which passed US$100 million in revenue in its first 12 months.

He earlier founded Says.com and Fave, led Groupon Asia Pacific across 12 countries, and invests in more than 50 startups across Asia through First Move. He is a World Economic Forum Young Global Leader and studied engineering at Monash University.