



Regina Goh

Managing Director, Asia

Regina Goh is the Managing Director, Asia at Blis. She oversees business in Asia, managing expansion and propelling the sales and operations teams toward continuous profitable growth in the region.

With 16 years of experience in the mobile and digital consumer business, Regina has worked in global digital and mobile advertising companies, including InMobi, RealNetworks and Millennial Media.

She has held several senior management positions in sales, brand advertising, product management, business development and more for multiple Asian markets. Regina is a respected member of the Interactive Advertising Bureau (IAB) Programmatic Committee in Singapore, following her role as Co-Chair of the Mobile Committee where she spearheaded initiatives to drive investment in mobile advertising sectors.

Outside of work, Regina is a scuba diving enthusiast and has combed various diving spots in Asia over the last 14 years.