

Kendrick Lee

CEO, Singapore, Raffles Family Office



Kendrick Lee is CEO, Singapore and Co-Founder of the firm. In his role as CEO of Singapore, Kendrick oversees the firm's operations, strategic direction, and growth initiatives within the region. Singapore, in tandem with Hong Kong, serves as a pivotal dual engine propelling Raffles Family Office's growth and prosperity. From this key hub, Kendrick spearheads the firm's expansion and client service initiatives across the paramount Southeast Asian markets. He collaborates closely with the executive team to devise and implement the firm's vision, objectives, and growth strategies meticulously calibrated to the idiosyncratic requirements of the Singapore market and the more extensive Southeast Asian region.

Prior to his current responsibilities, Kendrick was instrumental in establishing Raffles Family Office's presence and capabilities in Singapore and Southeast Asia. He managed and expanded the firm's four business pillars that include: Independent Asset Management, Bespoke Wealth Solutions, Investment Structure Advisory, and Risk and Resilience Services. Under his leadership, the firm achieved significant growth in AUM and revenue, solidifying its position at the forefront of the wealth management industry.

Before co-founding Raffles Family Office, Kendrick built an impressive career in the private banking sector spanning over 15 years. He held various senior roles at prestigious institutions including Pictet, CIC and Indosuez, where he specialized in serving the complex investment and succession planning needs of ultra-high net worth clients across Thailand, Indonesia and Singapore. Kendrick earned his Bachelor of Science in Management from the University of Manchester while also proudly representing Singapore as a member of the national badminton team.