

# EVALUATING SUCCESS

**Mr. Albert Tan Tiong Heng, Managing Director / CEO**  
Max Lewis Consultants Pte Ltd

Max Lewis Consultants is one of those singular companies that spectacularly exemplifies the inspirational entrepreneurship journey. Whilst the industry is not what most would consider high profile, it is the business development, behind the scenes strategies and innovative practices that give this firm its unique character and unparalleled dynamism.

Helmed by Mr Albert Tan, Max Lewis Consultants was established on 27 June 2007. It had always been Mr Albert Tan's goal to own an audit practice after graduating from Ngee Ann Polytechnic in 1995 with a diploma in Accountancy. Mr Albert Tan was awarded a scholarship to pursue ACCA studies and eventually qualified as an ACCA member in 1999 after four years of part-time studies. To express gratitude, the company was named after the scholarship donor, Mr Max Lewis. Prior to setting up Max Lewis Consultants, Mr Tan had forged a promising career in the commercial sector where he held CFO and Financial Controller roles for various private and public listed companies in diverse industries. Due to a relatively small client base after incorporation in 2007, Mr Albert Tan was still holding on to his role as CFO in the corporate sector. It was only when his last employer sold off the business that Mr Albert Tan decided to fully immerse in his own consultancy business.

Initially providing incorporation, bookkeeping, taxation, GST and corporate secretarial services, Max Lewis Consultants ventured into business valuation and GST certification services from 2018. The following year, it also started offering **transfer pricing services** to clients. With operations domiciled in Singapore, the client profile included primarily small and medium sized enterprises ranging from startups or sole proprietors with low revenues to some with hundreds of millions or even a billion dollars in revenue per annum. It also included some public listed clients and MNCs.

Another wave of growth came about during the COVID-19 situation in 2020 when businesses approached Max Lewis Consultants for business valuation in attempts to dispose their companies. There are also startups looking to attract investors to expand their businesses and those engaged in legal disputes or matrimonial divorce proceedings who needed to value their business assets. All these instances required the expertise and services of Max Lewis Consultants when it came to **business and assets valuation**. With a fast growing and diverse clientele, revenue growth increased more than three fold from 2019 and Mr Albert Tan is quick to credit his success to the invaluable experience he had gained as CFO and Financial Controller with private and public listed companies in diverse industries in South East Asia, China, Australia, Europe and America. His humble beginnings at the Big 4 firms in external auditing and bookkeeping, as well as the stints in the tax and corporate secretarial department also helped build a firm foundation for his business.

In tandem with a thriving business, Mr Albert Tan has obtained numerous accolades including the Entrepreneur 100 Award 2022 and Max Lewis Consultants received the Singapore SME 2022 Award and the Promising SME 500 Award. It also garnered the Best Business Valuation Firm 2022 and Best Intellectual Property Rights Valuation firm 2022 at the fifth annual APAC Insider Singapore Business Awards and was the winner of the Best Business Valuation Consultancy Firm of the Year Global Awards 2022/23 awarded by CorporateLiveWire.



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**"WE BELIEVE IN PARTNERING  
OUR CLIENTS FOR  
FUTURE SUSTAINABLE SUCCESS."**

## Up Close and Personal

**Q: What excites you about the future of your industry?**

**A:** On February 9 2017, in a report released by the Committee on the Future Economy (CFE), Business Valuation was identified as one of the nine high growth practice areas which will drive the demand for Singapore legal and accounting services. I am thoroughly excited about the business prospects of my industry as it is constantly growing.

**Q: How do you approach problems in life?**

**A:** Problems are inevitable in life. I think it is crucial not to run away from problems but to face them bravely and think of ways to overcome them. I always believe in trying my best to solve issues and not dwell on the negative.

**Q: Passion or Practicality?**

**A:** I am generally more pragmatic in my approach. When I identified a strong potential in providing Business Valuation services, I quickly ventured into this area because I knew that if I were to stick to the old business model of providing bookkeeping, taxation and corporate secretarial services - it was far too crowded with competitors for my firm to thrive.

**Q: How has your past experience helped you as an entrepreneur and business person?**

**A:** I spent 20 years in Head of Finance positions reporting to CEOs and MDs of both private and public listed companies. This experience enabled me to see how effective entrepreneurs make sound business decisions and how business strategies are conceived. Also, I could appreciate the many interactions between the various business functions within the company and between related companies across the globe. All these shaped my vision and business acumen and proved extremely valuable in helping me understand businesses much better.

**Q: How do you stand out from your competitors?**

**A:** I have taken many professional certification courses in business valuation and transfer pricing to equip myself with the relevant skills to serve our clients. In addition, I also subscribe to valuation and transfer pricing databases which are very costly but critical to ensure our reports fulfil international standards.

Moving forward, Max Lewis Consultants has set its sight on obtaining the Capital Market Financial Advisory License from MAS so that they can advise clients on corporate finance matters such as IPO listing and various mergers and acquisition initiatives. With already a rich heritage built over the past 15 years, Max Lewis Consultants is once again poised to venture into the next chapter of their business journey - proving that opportunities constantly favour the bold and success awaits those who are most dedicated in their pursuits.