



Kian Keong Soon

**Vice President, Strategy & Origination
Imperative**

KK has close to a decade experience in voluntary carbon markets and structured commodity finance. He serves as Vice President, Strategy & Origination, member of the Board and is part of the founding team at Imperative, a mission-driven organization seeking to deliver meaningful impact at scale, through best-in-class carbon projects. Notably, KK is Deal Lead for Imperative's flagship project - a 100,000ha native species restoration project in South Africa, and is leading the buildout of further large-scale projects in Mexico and Mozambique.

Prior to Imperative, KK was Macquarie's client-execution lead for top-tier accounts, overseeing origination, structuring and execution of over 340 physical commodity transactions worth >\$17bn. In parallel, KK was a pioneer member of Macquarie's Global Carbon business, with specific focus in originating high-impact projects and investment opportunities and structuring bespoke client transactions.

KK holds a Bachelor's in Business Management (Finance & Corporate Communications) from Singapore Management University.