

# General Atlantic Appoints Neal Kok as Managing Director and Head of Southeast Asia and Australia

**NEW YORK AND SINGAPORE - August 5, 2024** - General Atlantic, a leading global growth investor, today announced that Neal Kok has joined the firm as Managing Director and Head of Southeast Asia and Australia.

Based in Singapore, Mr. Kok will lead General Atlantic's Southeast Asia and Australia activities, directly overseeing the investment program as the firm continues to develop its footprint in the region.

Mr. Kok brings significant local investment expertise across General Atlantic's core growth equity thematic sectors including consumer, healthcare, and technology. Prior to joining General Atlantic, Mr. Kok spent a decade at KKR in Singapore and Australia as a senior executive managing investment activity and value creation with portfolio companies across multiple funds and strategies in the region. He has also worked at Treadstone Partners and Goldman Sachs.

"We welcome Neal to our firm at a time when the opportunity for growth equity investing in Southeast Asia and Australia continues to expand, driven by entrepreneurship and innovation. General Atlantic made its first investment in the region in 1999 and we are proud to have served as active partners to many businesses in this dynamic market," said Martín Escobari, Co-President and Head of Global Growth Equity at General Atlantic.

Mr. Kok commented, "I am thrilled to join General Atlantic, a firm recognized for its over four decade long global track record in partnering with visionary entrepreneurs and innovative businesses to scale in their home markets and abroad. I look forward to building on this foundation, and bringing the firm's patient capital, global perspective, and company building capabilities to Southeast Asian and Australian businesses as they pursue their growth ambitions."

The firm also announced that Sandeep Naik, who most recently served as Head of India and Southeast Asia at the firm, will transition to an advisory role at the end of the year. Mr. Naik joined the firm in 2013 and has been instrumental in the development of its India and Southeast Asia investing team and franchise. Mr. Escobari added, "Sandeep has been an invaluable member of our global leadership team, and we thank him for his many contributions to General Atlantic."

## About General Atlantic

General Atlantic is a leading global growth investor with more than four decades of experience providing capital and strategic support for over 520 growth companies throughout its history. Established in 1980 to partner with visionary entrepreneurs and deliver lasting impact, the firm combines a collaborative global approach, sector-specific expertise, a long-term investment horizon, and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to scale innovative businesses around the world. General Atlantic has approximately \$83 billion in assets under management inclusive of all products as of June 30, 2024, and more than 300 investment professionals based in New York, Amsterdam, Beijing, Hong Kong, Jakarta, London, Mexico City, Miami, Mumbai, Munich, San Francisco, São Paulo, Shanghai, Singapore, Stamford and Tel Aviv. For more information on General Atlantic, please visit: [www.generalatlantic.com](http://www.generalatlantic.com).

## Media Contacts

### General Atlantic

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