

PROFILE

MICHELLE CHONG

Michelle serves as the Chief Executive Officer and Co-Founder of Honey Bun (1982) Limited, the first HACCP certified bakery in Jamaica. She is also Co-President of the Jamaica Manufacturers and Exporters Association (JMEA).

In 2016, Michelle ranked Business Suite Businesswoman of the year followed in 2017 by Business Suite Best CEO. She is a trained and certified HACCP consultant through BRI International Canada.

Michelle has been instrumental in leading the Company over the years to win Governor General Overall for Best Junior Market Company Awards and JSE Best Practice Awards for Corporate Disclosure and Investor Relations.

Most recently Michelle founded the Honey Bun Foundation to focus on “Creating Powerful Business Models for SMEs and the Creative Industries to become transformational industries for Jamaica’s economy”.