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Michael Yeo is a Senior Market Analyst with both IDC Financial Insights in the Asia/Pacific region. Based in Singapore, Michael is responsible for research throughout the Asia/Pacific region, focusing on business and technology issues associated research related to the retail industry. He places particular focus on research related to the impact of Social Media and Mobile technologies on the financial industry as well as playing an integral role in related consulting projects.

Michael has been featured in a number of publications across Asia where he has expressed his opinions on topics ranging from Islamic Finance to Asian economics.

Michael graduated from the University of Reading with a joint degree in Accounting and Economics.