

# Panel of Mentors

CAREER CONVERSION PROGRAMME  
FOR  
INTERNATIONALISATION

# Cecilia Jancon



A Certified Public Accountant in the Philippines, Cecilia has been working overseas for more than 20 years. Her management skills has been developed from the experiences of working in different counties not only in Asia but also in Africa and Middle East. She was an Internal Auditor in Sri Lanka, Accounting Officer in the Philippines, Chief Finance Officer in Madagascar, Project Manager in Jordan, Factory Manager in Thailand and General Manager in Cambodia.

Currently, she is the Managing Director/Head Consultant of their consultancy business in Cambodia specializing in setting up of Ethical and Social Compliance System, Quality Management System (QMS), and they can also assist factories applying for GSV certification. Their clients are mostly factories for garments, shoes, labels and bags.

In partnership with Cambodia Garment Training Institute (CGTI), she also developed capacity building trainings for Human Resources Management which were offered to member factories of Garment Manufacturing Association of Cambodia (GMAC) as diploma programs aimed at upgrading their local workforce.

And lastly, her ten years residence in Cambodia gave her in depth knowledge of the legal and cultural environment necessary for setting up new business in this country. This familiarity with the local business environment helped in extending our consultancy services to assisting new business ventures secure the necessary licenses for their operation.

# Huong Huynh



Huong has been a university lecturer, entrepreneur, government and trade relations manager, sales director, logistics director and human resources director for global corporations in Vietnam.

She has more than 30 years of combined industrial and academic experience in human capital management, business development, management consulting having served Willis Towers Watson Vietnam, KMS Technology and Grove HR, Zuellig Pharma, Mars Inc and Exxon Mobil.

In her current post, Huong is the Founder and CEO of Human Resources Business Vietnam. She is also HR Advisor of Katalon and Advisor of Shidler Business MBA and HR MBA Programs for Vietnam, University of Hawaii at Manoe, USA. Huong represents eCornell in Vietnam under Genashtim sole partnership with eCornell Learning, Cornell University, USA.

## Credentials:

- Class of 2011, Shidler Business School of University of Hawaii at Manoe-Executive MBA Graduate, Beta Gama Sigma Member
- Elected Advisory Board Member of University of Hawaii for Vietnam MBA Program
- Vietnam Judge for Myanmar Employer Award (2016-2020)
- Author of Vietnam's First Annual HR Professional of The Year Award for Vietnam (2013-2016)
- Country Head of Towers Watson Vietnam (2012-2016)
- Senior Advisor – Strategy and Development of Willis Towers Watson (2016-2019)
- Corporate Advisor KMS, Grove HR and Katalon

# Leong Chee Foon



CF Leong has worked with numerous multi-national companies, notably in ABB as Vice-President/General Manager - Head of Business Units Power Generation, Water & Gas Utility, South East Asia.

In 2005, he was headhunted and joined Alstom as Region Vice-President, Global Power Sales & Marketing, South & North East Asia. Based in Kuala Lumpur, Malaysia, he was responsible for all of Alstom's Thermal Power Sales & Marketing activities in ASEAN, Taiwan, Korea and Japan.

In 2009, he was tasked with the establishment of Alstom's Energy Management Business in Asia Pacific. Also based in Kuala Lumpur, his role entails the start-up of entry into the Energy Management Business. The new Business Unit encompasses Alstom's existing Plant Automation and Control business as well as extending beyond the plant to provide management of energy delivery to markets.

In 2011, CF Leong relocated to Alstom's headquarters in Paris, France as Vice-President and global Head of Sales & Marketing for Alstom's Environmental Control Systems business, which provides full turn key EPC solutions for air pollution control systems for Power and Industrial Plants.

CF Leong returned to Asia in 2014. Based in Singapore, he held the position of Vice-President, Sales & Marketing - Asia Pacific, a role encompassing all sales & marketing responsibilities for Alstom Thermal and Renewable Power in the entire region, including India and China.

# Tan Kheng Seng



During his 30 years of professional career, Kheng has worked in Singapore, Australia, Malaysia, Hong Kong and also held regional HR and Training roles in both North and South East Asia. His employers include CSR Asia and the Li & Fung Group, HK

For a number of years, he had his own consultancy and training company, serving clients like CSR Asia, AT&T, Singapore Telecoms, Internal Revenue of Singapore, Australia Post, Dairy Farmers, St. George Bank, Commonwealth Bank, Burger King etc.

Kheng has an MA, and an MPhil in Management Science from the University of Kent, UK. He also holds a TAE40110 Certificate IV in Training & Assessment from Australia, and he is also an accredited user of DiSC Behavioural Profiler.

# Willie Tham



Willie graduated from Imperial College, London in 1982 with a degree in civil engineering. He then worked for Ove Arup & Partners, an engineering consultancy in London, before joining HSBC as an international manager in 1985. For the next 28 years, before his retirement in 2012 he served in a variety of banking related roles in 9 countries namely Singapore, Thailand, China, Malaysia, Hong Kong, Macau, Qatar, the United Kingdom and United States. He was appointed Chief Operating Officer for HSBC China in 2004, where he helped establish the infrastructure for the bank's rapid expansion in that country. During his tenure as Chief Executive Officer of HSBC Thailand from 2007 to 2011, he also served as the Chairman of the Association of International Banks in Thailand. He was the Managing Director & Head of Commercial Banking of HSBC Singapore prior to his retirement in 2012.

Upon returning to Malaysia in 2012, Willie joined the board of HwangDBS Investment Bank Berhad where he served as an independent non-executive director and chair of their audit committee until the bank was acquired by Affin Holdings in April 2013. He currently serves on the board of Bangkok Bank Berhad as an independent director and chairs the board risk management committee.

- Willie is passionately promoting and marketing Genashtim to all his friends around the world and to anyone who cares to listen because he believes that we have a world-class product whilst making the world a better place in the process



# Mufaddal I Topiwalla

## Program Director/ COO - Myanmar

Over 25 years of work experience in positions such as

- Program Director
- Project Director
- Country Manager
- other Regional Management positions

Set-up companies in the fields of:-

- Telecommunications
- Digital media
- Event management
- Retail
- Food and beverage industry
- Construction

For employers like:-

- Ericsson
- Eltel (Dubai)
- NSN (Sweden)
- Mycom
- SkyCell/MIG (Myanmmar)

In countries like:-

Singapore	Indonesia	Philippines	Thailand	USA
Myanmar	Bangladesh	India	Iran	
UAE (Dubai)	Taiwan	UK	Sweden	



# Charles CJ Chow



Charles was in the pioneer team that set up and built AirAsia. He was Head of Legal and Head of HR and Head of Corporate Services.

He was instrumental in setting up offices, processes and systems for AirAsia all over Southeast Asia and in some countries in Asia, such as China. In AirAsia and throughout his entire working life, he was heavily involved not only in processes but also in the training and development of people. Coaching and mentoring of people was a thing he did with much joy. He was Executive Vice President and Group General Counsel for AirAsia before he was headhunted to join the Genting Group.

As Senior Vice President in Genting Malaysia he was in charge of HR and Legal, overseeing HR strategy for more than 13,000 employees on the mountain. He also helped set up corporate and HR strategies for Genting in the setting up of Resorts World Singapore and Resorts World Philippines.

For a year, he was Senior Vice President in Naga Corp based in Cambodia as adviser to the CEO. Part of his role was to set up marketing offices in Ho Chi Minh City and Bangkok, as well as a bus operation between Ho Chi Minh and Phnom Penh.

Charles holds a B.A. (Hons) from University Malaya in Malaysia as well as an LLB (Hons) from the National University of Singapore and continued to obtain an LLM(Hons) certification.



# Stephen Ho

Stephen has over 20 years of experience in managing large scale international business, city planning, design and technology consultancy, real estate investment and development as well as project management. His other areas of expertise includes strategy, business process re-engineering, business development, management and commercialisation of intellectual properties, public speaking and organisational development. Stephen's extensive international experience ranges from Asia, Middle East and Africa to Latin America.

He holds an MBA from the University of Chicago Booth School of Business, a Master's and Honour's Degree in Electrical Engineering from the National University of Singapore and a Master of Arts from the Nanyang Technological University. He has received numerous scholarships and awards for academic and research excellence. He is also a Certified de Bono Thinking System's Thinking Consultant.



# ANWAR ALI BIN MUSTAJUMABHOY



Anwar has 30 years of senior management experience across a range of industries, from shipbuilding, fast-food, technology, venture capital and hospitality. He has taken three companies public; NTI (SGX), Efficient E-Solutions and ISS Consulting (MESDAQ).

Until May 2015, Anwar was Director of Operations with P&L responsibility for Tune hotels in Malaysia, Bali, Edinburgh, Melbourne and Ahmedabad. He was also the sales lead for franchise sales in SE-Asia.

Anwar is co-author of 9 Entrepreneurisms: Management for a VUCA World. Anwar speaks, coaches executives on how large companies can adopt entrepreneurial management. His articles have appeared in publications of the Canadian Institute of Management, Malaysian Institute of Management, Edge Weekly and on Digital News Asia.

Anwar works part-time with Mercuri International (SEA) Sdn Bhd, providing sales improvement consulting and training in the region. He has conducted sessions in Malaysia, Myanmar, Cambodia, India and Singapore.

Anwar graduated in the field of Naval Architecture, from the University of Newcastle upon Tyne, England and completed his MBA, from International Management Development Institute (IMD), Switzerland.

Anwar's keeps fit by exercising regularly and playing badminton. He continues his research on business and entrepreneurship and is an avid reader. He currently resides in Malaysia and has lived in Singapore, United Kingdom and Italy.

# Jeanette Ng



Jeanette's career spans strategic planning, mergers & acquisitions, corporate finance and business restructuring, among others.

Over the last 20 years, she has structured, negotiated and implemented more than US\$18 billion of cross-border projects within Asia, United States, Latin America and parts of Europe.

Her previous roles include being the Global Head of Strategy for an international conglomerate, Chief Financial Officer at an Asian chemical conglomerate and Investment Manager of a private equity fund.

As part of her strategy role, she spearheaded the overseas growth of companies via direct investments, alliances, mergers & acquisitions, joint ventures and restructuring initiatives within Asia, Europe and USA. She was a member of cross-border Project Steering Committees for greenfield and brownfield projects, and completed significant rounds of project financing and other funding initiatives.

Her ASEAN experience includes business feasibility projects, setting up of operations, franchising, joint ventures and alliances for B2C and B2B sectors in Cambodia, Indonesia, Malaysia, Myanmar, Singapore, Thailand and Vietnam.

Jeanette currently advises companies, from local SMEs to MNCs, on how to drive and support sustainable business growth and implement expansion plans within the region. She also facilitates advanced programmes for intra-regional senior management teams, from a wide of range industries such as building systems, chemicals, electronics, engines, medical, social enterprises and technology.

# Soh Eng Hooi



Soh Eng Hooi graduated from University of Malaya with a Bachelor of Accounting (Honours) in 1994. She is a Chartered Accountant of the Malaysian Institute of Accountants (“MIA”) and a Certified Public Accountant of the Malaysian Institute of Certified Public Accountants (“MICPA”).

She started her career with Arthur Andersen & Co. Kuala Lumpur and had served several senior positions in some international accounting firms, both in Malaysia and in China. She was a partner in Baker Tilly Kuala Lumpur, an independent member firm of Baker Tilly International, before she founded E H Soh & Partners, a boutique assurance and advisory firm, in 2015.

As a qualified accountant by profession, she carries with her more than 25 years of experience in providing assurance and corporate advisory services in initial public offering and merger & acquisitions involving reporting accountants, financial due diligence review, shares and business valuation exercise etc. to both public and private companies, locally and abroad.

She is a regular trainer/speaker for public and in-house seminars/trainings organized by corporations, or professional firms and accounting bodies such as MIA and MICPA.

She also sits as Independent Non-Executive Director of two companies listed on Main Market of Bursa Malaysia. She is the chairman/member of certain board committees.

# Tracey Ong



With over 30 years of corporate and training experience under her belt, Tracey is an experienced communicator, trainer, facilitator, event organiser and problem solver. She has conducted and facilitated various training programmes for adults across industries in retail ecommerce areas such as service brand, customer challenges, customer experience journey, social media marketing, effective business negotiation, promote service innovation culture and amongst others.

Tracey initiated programmes that improved communication internally and externally by harnessing different platforms to reach out to various audiences. She was responsible for creating and managing the websites and social media in the organisations she worked in.

Having worked fairly closely with Indonesia, Malaysia and Thailand, Tracey has held managerial roles in customer service, marketing and corporate communications in multinational and local companies in consumer electronics, education, travel, automobile and food ingredients.

Tracey holds a Master's in Mass Communications from NTU, a Degree in Business Administration from NUS and a Specialised Diploma in Career Counselling from the Republic Polytechnic.

# Kae Wen Looi



Kae Wen is a Procurement professional in the food industry space. He is currently the VP of Procurement for Kerry Ingredients APMEA based out of Singapore. Whilst he is trained as an engineer, he has found his calling in the Procurement space and hence continue in the function for the last 20 years. His current role oversees the long-term procurement strategy development and implementation in APMEA across the highly competitive and matured markets to challenging and complex emerging markets.

He has spent his first 5 years of his career in British American Tobacco in operations; before spending the next 17 years in Mars. This has given him extensive experience in various roles from production, supplier quality assurance, logistic, procurement and sustainability. He has lived across 4 countries including Malaysia, Singapore, Thailand and Poland. His international experiences has given him a deeper understanding of working across cultures, different business models as well as teams of many nationalities.

People development is his passion and he loves interacting with all levels of society, from farmers, where he ran sustainability projects to graduate trainees, needing some coaching to CEOs, discussing strategies and insights. Kae Wen envisions he will be allocating more time ahead in the near future in contributing back to society, working more closely with NGOs, helping support the development of next generation leaders as well as marginalized children.



# Chau Vu



Chau Vu had over 20 years of experience in finance and management, most of which were the leadership positions with leading MNCs in Vietnam such as Deloitte (Audit Manager), Phillip Morris (Finance Manager), Diageo (Finance Director), Imperial Tobacco (Chief Representative Office), before she retired from her corporate life and established her own business venture in retail business in 2016.

She was also lecturers for finance and management related courses at many vocational and professional institutions in Vietnam including Bolton University, Smart Train, Viet Sourcing Centre, Raffle.

She used to work in Switzerland and Thailand and now lives in Ho Chi Minh City, Vietnam.

## FINANCE & MANAGEMENT

Executive MBA, University of Hawaii – USA

ACCA – UK qualified member

Certified Public Accountant of Vietnam

# Pichpajee Saichuae (Oak)



With 27 years of experience in management and a portfolio of diverse HR's consulting projects, Pichpajee has held a number of leadership positions in Willis Towers Watson (Thailand), Arthur Andersen Business Consulting and PricewaterhouseCoopers. She has been working hand-in-hand with CEOs and business leaders to ensure that their HR has been effectively transformed and delivered to achieve business goals. One notable 3-year project was a Global HR Transformation for one of the largest conglomerate in Thailand.

In recent years, Pichpajee has extensive experiences in conducting over 100 executive leadership assessment sessions for succession planning program design. She is a certified assessor for various Psychometric Assessment Tools as well as a certified coach.

Pichpajee is currently a Managing Director at WeFlex Consulting (Thailand). She is particularly familiar with conglomerates and family businesses as they are the growing sectors driven by organization transformation and change.

# Nguyen Ngoc Tung



Tung received a Master of Business Administration degree with distinction in Marketing and a Master of Finance degree at the University of Akron, Ohio, USA and is also a life time member of the Beta Gamma Sigma honorary society (5% of the best students from all accredited business schools in North America including the US and Canada).

He has nearly 30 years of experience working in many management/ leadership/ CEO positions at major corporations such as Revenue Management Director - Vietnam Airlines, Chief Representative - United Airlines, Sales & Investment Director - BIM Group, Managing Director - TransViet Travel, Managing Director - Amadeus Vietnam.

Tung is currently the CEO of BC Consulting Services Joint Stock Company (BC Professional) and the President of Human Resources Association of Vietnam (HRA). He is also and an active member of the Center for Business Administration Studies (CBAS) - University of Economics - Vietnam National University, a visiting lecturer at Foreign Trade University. Tung also has twelve year experience in the area of business consulting. He has conducted hundreds of consulting projects for major corporations in Vietnam such as Vietnam Airlines, Air Mekong, Vietnam Posts and Telecommunications Group (VNPT), VinGroup, Institute of Post and Telecommunications Technology, Vinaphone Corporation, Vietnam Electricity Group (EVN), Northern Power Corporation (NPC)...

## Credentials:

### **BUSINESS CONSULTING & TRAINING**

- MBA Degree in Marketing, The University of Akron, Ohio, USA
- MA Degree in Finance, The University of Akron, Ohio, USA
- Life Time Member of the Beta Gamma Sigma Honorary Society
- Bachelor Degree in Business Administration
- Bachelor Degree in Economic Law
- Bachelor Degree in English Language

# Danny Ng Theng Wei (Mr)



Since 1999, Danny spearheaded the operations for APR Electronic Services Sdn Bhd and it is now one of Malaysia's largest IT & smart devices importer & distributor. APR Electronic Services S.B. is a subsidiary of APR Capital Holdings with diverse interests in IT distribution, packaging material manufacturing and cross border ecommerce consultation in Malaysia, Thailand, China and Australia.

With his ecommerce knowledge, Danny started [www.homedeaal.my](http://www.homedeaal.my) in 2018, a website featuring only made in Malaysia products. He has worked closely with many international ecommerce platforms such as JD.com, Alibaba, 1688 international, Tiki Mall Vietnam, JD Central Thailand, Lazada and Shopee. Danny also played an important role in assisting many Malaysia SMEs in exporting their products to China and various parts of the world via ecommerce.

In 2020, Danny started [www.techmurah.com](http://www.techmurah.com), a B2C commerce platform aiming to support the needy community with very affordable laptops & IT gadgets. As a social contributor to the community, Danny volunteers to share his knowledge in many universities in Malaysia on how to effectively market products via online & offline.

## Credentials:

- Founder of E Business Association (EBAM) of Malaysia
- Participates actively in many business associations namely: Branding Association of Malaysia, Malaysia China Business Council, Business Network International & China Asean Malaysia Entrepreneurs Association

# Dr Sherman Ong Eng Lam



Dr Sherman Ong has long-standing senior management working experiences in several major industries which include the Aerospace and Defense (A&D) Manufacturing, the High Technology Electronics (HTE), the Information and Communication Technology (ICT), the Public Healthcare and the Education industry sector.

In between work and love for teaching and coaching, he was the Dean of Business School at Universitas Pelita Harapan, Karawaci, Indonesia. He was also an Associate Lecturer at the Singapore Institute of Management University (UniSIM) teaching Operation Logistics Management (OLM) and Electronic Commerce Management (ECM) courses for the Graduate Diploma of Business Administration from January 2002 to December 2005.

At present, Dr Sherman is involved in four businesses namely in hospital management and lean healthcare consulting, project management training and business consulting services. He is also a Gallup-Certified Strengths Coach since 2015 and works with StrengthsAsia to provide training and development of individual talents.

# Stephen 'Kai' Sui



In the early part of his career, Stephen worked in various job positions in engineering, sales and marketing with SingTel and Hong Kong Telephone. In 2009, he joined Neural Technologies Limited (NTL) as Chief Executive Officer and is a member of the company's board of directors. Prior to NTL, Stephen founded Global Interactive Technology Pte Limited (acquired by Syniverse) from developing mobile application to Telcos in Singapore to 51 tier one operators throughout Asia. He also founded Mplified Pte Limited (acquired by NTL).

Bringing more than 25 years of technology industry leadership, telecommunication software expertise and with a servant leadership philosophy, Stephen is currently advising three (3) start-ups and investing in others as angel investors.



# Dr Daniel Tan Tiong Hok



Dr Daniel Tan is an experienced professional and consultant skilled in eLearning ecosystem-infrastructure design and impactful implementation, new pedagogies, digital transformation, coaching, Research Design, Lecturing, and Educational Technology.

With 20 years of expertise and experience, he established eLearning at Nanyang Technology University (NTU) Singapore and steered their Centre for Excellence in Learning & Teaching (CELT) to global prominence. He then went on to the Taylor's Education Group as Group Chief Learning Officer and initiated the Advanced Global Innovation for Learning Excellence (AGILE). This was followed by other senior academic positions in other institutions of higher learning. In addition, he is a co-founder and Board member of the eLearning Forum Asia (eLFA).

Dr. Tan has been on numerous international academic boards and committees, authored more than a dozen publications, and been conferred a dozen awards, among them the Global eLearning Leadership Award in 2012. Over the past 2 decades, he has been invited on almost 200 occasions as speaker for international conferences, seminars and talks.

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