

(B2B eCommerce Track)

Panel of Mentors

CAREER CONVERSION PROGRAMME
FOR
INTERNATIONALISATION

Tracey Ong (Ms)



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.

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 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, 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 (Mr)



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.

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