

**ARTDO** 51<sup>st</sup>  
International  
World Conference



**TRANSFORMING  
Lives by  
UNLEASHING  
the POWER  
of Talent & Skill  
DEVELOPMENT**

ARTDO 2024

18 - 20 AUGUST 2024 ...

DANANG CITY, VIETNAM ...

Jointly Organised by



Event Partners



PUBLIC SERVICE DEPARTMENT  
NATIONAL INSTITUTE OF  
PUBLIC ADMINISTRATION



Event Supporter



**ARTDO** 51<sup>st</sup>  
International  
World Conference



**DATO'**  
**DR THOMAS CHEE**

Chairman Emeritus  
ARTDO International

ARTDO INTERNATIONAL Chairman Emeritus 

It is with immense pleasure and profound anticipation that I extend my warmest welcome to each and every one of you to the 51st Global Conference of ARTDO International held in Danang, Vietnam from 18th to 20th, August 2024.

Our theme for this year's conference, "Transforming Lives by Unleashing the Power of Talent and Skill," resonates deeply with the core values and objectives of ARTDO International. In today's rapidly evolving world, where change is the only constant, harnessing the full potential of human talent and skill has never been more crucial. It is through this transformational journey that we can pave the way for a brighter, more inclusive future for all.

Over the course of this conference, we will delve into thought-provoking discussions, share best practices, and explore innovative strategies aimed at fostering personal and professional development.

I wish you all a memorable and enriching experience at the 51st ARTDO International Conference. May our time together be filled with insightful discussions, fruitful collaborations, and moments of inspiration that will propel us toward our shared vision of transforming lives through the power of talent and skill.

Let us embark on this transformative journey together.

Warm regards,

**Dato' Dr Thomas Chee**  
Chairman Emeritus ARTDO International

**ARTDO** 5<sup>1</sup><sup>st</sup>  
International  
World Conference



**WILSON CHEAH**

President  
ARTDO International

ARTDO \_\_\_\_\_ President  
INTERNATIONAL 2023/2024



As the President of ARTDO International, it is a privilege to host this prestigious gathering of creative minds and visionaries from around the globe. This Conference is set against the breathtaking backdrop of Danang, Central Vietnam, where the Marble Mountains provides an inspiring setting for our gathering, and which showcases Vietnam's rich tapestry of culture, history, and natural beauty.

Our conference explores the latest trends and strategies shaping the future of talent acquisition, retention, and utilization on a global scale by delving into the crucial topics of leadership, coaching, and women's empowerment. In addition, we examine the vital link between sustainability, ESG principles, and work innovation, recognizing that the future of business hinges on our ability to balance profit with purpose.

Our preparations have been meticulously tailored to ensure a truly immersive and enriching experience of Vietnamese culture. From traditional dance performances, culinary delights, to cultural sites visits like the 17<sup>th</sup> century Han Cho Market, delegates can anticipate a journey of discovery and enlightenment that transcends borders and fosters cross-cultural understanding. The networking opportunities are boundless which is made possible with the presence of ARTDO global members and will certainly open many doors of co-operation for all of us.

Warmest regards,

**Wilson Cheah**

President, ARTDO International. 2023/2024

# 51<sup>st</sup> ARTDO International Conference 18 - 20 August 2024

Theme

---

**TRANSFORMING LIVES BY UNLEASHING THE POWER OF TALENT AND SKILL DEVELOPMENT**

Date

---

**18 - 20 August 2024 (Sunday - Tuesday)**

Venue

---

**Sandy Beach Non Nuoc Resort**

21 Truong Sa Road, Hoa Hai Ward, Ngu Hanh Son District, Da Nang City

Patron

---

**TBC**

Keynote Speaker

---

**TBC**

# 51<sup>st</sup> ARTDO International Conference 18 - 20 August 2024

Organized by

---

**ITD World**

**Malaysian Institute of Training & Development**

**ITD Asia**

Supported by

---

**Dong A University**

**Sandy Beach Non Nuoc Resort**

Partners

---

**Malaysian Association of Hotels Training and Education Center (MAHTEC)**

**Public Services Dept, National Institute of Public Administration (INTAN)**

# The Program - Arrival Day

17 August 2024 (Saturday)

Arrival of Delegates

Conference Registration

Setting up of Exhibition Booths

Special Dinner will be provided



# City Tour & Articulate Leadership Day 1

## Day 1 – 18 August (Sunday)

8:30 am – 12:00 pm	Danang City Tour
12:00 pm – 2:00 pm	Lunch Break
2:00 pm – 3:00 pm	<b>Articulate Leadership</b> <b>Edwin Johnson</b> Co-author, Power Speaking & Executive Presence <b>Serely Alcaraz</b> Top 100 Most Influential Filipino on LinkedIn
3:00 pm – 3:20 pm	Networking & Tea Break
3:20 pm – 4:30 pm	<b>Articulate Leadership</b>
6:30 pm – 9:30 pm	Welcome Dinner

# The Program Day 2

## Day 2 – 19 August (Monday)

8:30 am – 8:40 am	Cultural Performance
8:40 am – 8:45 am	Welcome Speech by <b>Mr Wilson Cheah</b> , President, ARTDO International
8:45 am – 8:50 am	Official Opening & Speech by Representative of Da Nang People’s Committee
8:50 am – 9:00 am	Presentation of ARTDO International HRD Awards <b>Dato’ Mohd Khalis Abdul Rahim</b> (Individual Category) <b>Dong A University</b> (Institutional Category)
9:00 am – 9:05 am	Presentation of Chairman Emeritus Outstanding Leadership Awards
9:05 am – 9:15 am	Cultural Performance
9:15 am – 9:45 am	Networking & Tea Break
9:45 am – 11:00 am	<b>Transforming Women Leadership Forum (Moderator: Serely Alcaraz)</b> <b>Datuk Yvonne Chia</b> , Chairman, Standard Chartered Bank Malaysia Bhd <b>Namita Hardowar</b> , President, Mauritius International Chamber of Commerce <b>Dr Kathleen Ong</b> , Senior Director, ITD WORLD



# The Program **Day 2** (cont'd)

## **Day 2** – 19 August (Monday) cont'd

11:00 am - 12:00 pm	<b>The 5% Difference: Taking Your Game to the Next Level</b> <b>Stephen Krempf</b> , Author of the 5 % Zone
12:00 pm – 1:00 pm	Lunch Break
1:00 pm – 2:00 pm	<b>Disruptive Innovation Coaching</b> <b>Dr Peter Chee</b> , Author, Asia's Top Coach according to Global Gurus
2:00 pm – 3:00 pm	<b>Coaching Culture for the Greater Good</b> <b>Ian Wong</b> , Managing Director, UOB
3:00 pm – 3:20 pm	Networking & Tea Break
3:20 pm – 4:30 pm	<b>Coaching &amp; Human Capital Best Practices</b> <b>Dr Agapol Na Songkhla</b> , Chief People Officer, Thai Beverage PLC
6:30 pm – 9:30 pm	Fellowship Dinner

# Concurrent Sessions: Room A Day 3

## Room A Day 3 - 20 August (Tuesday)

9:00 am - 10:00 am	<b>Human Leadership in the Age of AI</b> Frank Koo, Head of Asia - LinkedIn
10:00 am - 11:00 am	<b>Talent Transformation: Impactful Engagement One Conversation at a Time</b> Vellu Mahadevan, Country HR Director, Micron Malaysia
11:00 am - 11:20 am	Networking & Tea Break
11:20 am - 12:30 pm	<b>Succeeding in the Global Marketplace: Cross Cultural Perspectives for Global Managers</b> Joel Wallach, Author, Working With Americans: A Practical Guide to Business Success for Asian Managers
12:30 pm - 1:30 pm	Lunch Break
1:30 pm - 2:30 pm	<b>Leveraging a Coaching Culture to Achieve Our Breakthrough Ambitions</b> LeDon Brooks, Vice President, Global Business Services Hub, Schneider Electric

# Concurrent Sessions: Room A Day 3 (cont'd)

## Room A Day 3 - 20 August (Tuesday) cont'd

2:30 pm – 3:30 pm	<b>New Leadership Role, New V.I.S.A</b> Shamsul Amree, CEO, Dominos Pizza Malaysia
3:30 pm – 3:50 pm	Networking & Tea Break
3:50 pm – 5:00 pm	<b>Owning your Destiny: The proven path to a life beyond your wildest dreams</b> Nick Jonsson, Author, Executive Loneliness
6:30 pm – 9:30 pm	Gala Dinner

# Concurrent Sessions: Room B Day 3

## Room B Day 3 – 20 August (Tuesday)

9:00 am – 10:00 am	<b>Key Enablers to Organizational Transformation</b> <b>Christopher Ramirez</b> , Senior Director, Western Digital APAC
10:00 am – 11:00 am	<b>Leading People in the AI Era: The Rise of Engagement Issue</b> <b>Dr Ahmad Mukhlis</b> , Independent Commissioner of Bogor Life Science and Technology – IPB University Holding Company
11:00 am – 11:20 am	Networking & Tea Break
11:20 am – 12:30 pm	<b>Leading High-Performance Organizations</b> <b>Yan Keng Chong</b> , ARTDO International Board Member, Former HR Director APAC, Swiss Reinsurance
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	<b>Philosophical Foundations of Unleashing Talent and Skill Development</b> <b>Datuk Dr Mohd Zabri bin Yusoff</b> , Director, National Institute of Public Administration Malaysia (INTAN)

# Concurrent Sessions: Room B Day 3 (cont'd)

## Room B Day 3 – 20 August (Tuesday) cont'd

2:30 pm – 3:30 pm	<b>Unleashing Talent and Skill Development - The Model of Combining the Civil Service's Education, Examination, Training and Appointment</b> <b>Dr Shen Chien-Chung</b> , VP, Chinese Society for Training & Development & <b>Lord Sonny Leong</b> , CEO of Civil Service Institute United Kingdom
3:30 pm – 3:50 pm	Networking & Tea Break
3:50 pm – 5:00 pm	<b>Future Trends in Learning &amp; Development</b> <b>Dr Mario Castillo</b> , ITD World Senior Consultant, Author, Essential Practices of Mentoring Young Leaders
6:30 pm – 9:30 pm	Gala Dinner

# Conference Fees



## Conference Fees: 3-day workshop

- USD 1.000/pax (Normal)
- USD 900/pax (Early Bird, payment before 17 June 2024)

## Including:

- Lunch & Dinner (18 – 20 August)

## Accommodation: Sandy Beach Non Nuoc Resort

- 60 USD/room/night



# Registration

Scan QR Code to Register



## Registration form link:

<https://forms.gle/W5J7kieJxrh2km8K7>

## Contact information:

Conference President: Mr Wilson Cheah

- Email: [wilson@halongdanang.com](mailto:wilson@halongdanang.com)
- Mobile: (+84)903 913 038
- Joint Conference Director: Dr R Vijaya Kumar & Ms Rita Goh
  - Email: [rita@itdworld.com](mailto:rita@itdworld.com)
  - Mobile: (+60)166 318 175
- Organizing Chairman: Mr Khoa Nguyen
  - Email: [quockhoa@itdworld.com](mailto:quockhoa@itdworld.com)
  - Mobile: (+84)983 498 186
- Conference Manager: Mr Eric Lim
  - Email: [ericlsy.itd@gmail.com](mailto:ericlsy.itd@gmail.com)
  - Mobile: (+60)134 808 670



**ARTDO** 51<sup>st</sup>  
International  
World Conference

**SPEAKERS** profiles



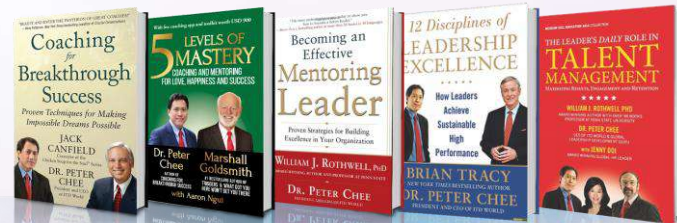




**DR PETER CHEE**

Author and Asia's Top Coach  
according to Global Gurus  
Malaysia

- President and CEO of ITD World who has trained & developed leaders from over 80 countries
- World #1 Strategic Innovation Coach awarded by Dr. Marshall Goldsmith
- Ranked among the top three global coaching gurus
- Co-author of books with top global experts - Jack Canfield, Brian Tracy, William Rothwell and Marshall Goldsmith
- Creator of Coaching for Breakthrough Success, The Situational Coaching Model, Certified Coaching and Mentoring Professional (CCMP) & Certified Chief Master Coach (CCMC) programs
- Passionately volunteers to coach leaders globally via his signature Sunrise Eureka Beach Coaching (SEBC)
- Drives the 100million leaders mandate to fully sponsor coaching programs for a better world
- Doctor of Business from the University of South Australia





**STEPHEN KREMPL**

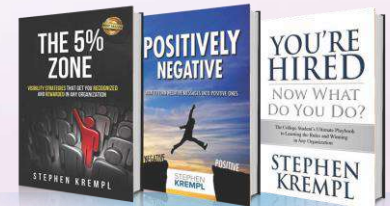
Author of The 5% Zone:

How to Stand Out as a Global Executive

Former Chief Learning Officer, Starbucks(Seattle)

**The United States of America**

- CEO of Kreml Communications International who developed thousands of leaders in over 30 countries
- Served as Chief Learning Officer at Starbucks (Seattle) involving 140,000 partners, 12,800 restaurants, 37 countries
- VP of YUM University and Global Learning (Louisville) that developed 850,000 employees in over 100 countries involving brands like KFC, Pizza Hut, A&W, and Taco Bell
- Worked for Fortune 500 companies over 25 years including Motorola, and PepsiCo
- Bestselling author of 5 books including The 5% Zone, Positively Negative, and You're Hired
- Clients include the Singapore Institute of Management UBS, OCBC, YUM, ANZ Bank, Telkom Indonesia, DBS, NUS, LM Ericsson, and Kelly Services
- Strongest Areas of Expertise: Executive Coaching, Executive Presence & Communications, Organizational Communications, Leadership Development, Learning and Development



**ARTDO** 5<sup>th</sup>  
International  
World Conference



## NICK JONSSON

LinkedIn Top Voice 2023, Top 100 Asia  
Podcast Host  
Co-founder & MD of  
Executives' Global Network (EGN),  
Author, Executive Loneliness  
Sweden

ABOUT THE **speaker**



- Co-founder & MD of Executives' Global Network (EGN), Asia's largest Peer Network
- 20 years serving in senior leadership roles and consulting companies including International SOS, Western Digital, Siemens, Prudential, Apple, IBM, Heinemann, Syngenta, Wood Mackenzie, and GN
- Bestselling author with the book Executive Loneliness reaching #1 on Amazon in the USA, UK, Canada, and Australia
- LinkedIn Top Voice 2023, Top 100 Asia Podcast Host and featured on 100 international podcasts and covered 40+ media
- ICF (International Coach Federation - ACTP) certified Executive Coach
- Award-Winning Keynote Speaker
- Top 1% World Ironman Athlete in age group in 2021
- Volunteer for a suicide prevention agency and a 12-step recovery program





## IAN WONG

Managing Director & Head  
Group International Management  
UOB  
Singapore

- Managing Director and Head of Group International Management at United Overseas Bank Group (UOB). In this role, Ian has management oversight of the performance and governance of UOB's overseas banking subsidiaries and branches. In addition, he is also responsible for the Group's Foreign Direct Investment Advisory as well as Global Capital and Venture Management businesses. Ian currently sits on the Group's Management Committee
- More than 30 years of corporate, institution, and investment banking experience in Asia Pacific. Before joining UOB in 2012, Ian was with Bank of America Merrill Lynch where he held various senior positions including MD & Southeast Asia Region Head, China CEO, and Asia Pacific COO. He also held appointments with other regional and global banks in the earlier part of his career
- Ian has assumed supervisory board, advisory board, and fellow positions in various organizations including NGOs.
- He graduated from the National University of Singapore with a BBA degree and holds an MBA from the J. L. Kellogg School of Management and the Hong Kong University of Science and Technology
- A Certified Chief Master Coach (CCMC), Ian collaborates with people and businesses to enable them to thrive internationally and intentionally



## LORD SONNY LEONG CBE

Chief Executive of Civil Service College,  
United Kingdom  
Member of the House of Lords and  
Shadow Minister for Business & Trade  
**United Kingdom**

- Lord Sonny Leong CBE is Chief Executive of Civil Service College, a training provider for public sector staff, and a successful publishing, education, and social enterprise entrepreneur
- Created and led several charitable organizations including the Commonwealth Caribbean Law Publishing Programme; AccessBooks, which promotes publishing skills in Africa; Book Power, a charity providing reduced-price textbooks to students in developing countries; and FutureFirst, a social enterprise building alumni networks for state school students.
- He was the former Chair of the Council for Education in the Commonwealth and a member of the advisory panel of the Changing Work Centre
- Regularly speaks on panels and writes articles on the future of work, Artificial Intelligence, and innovation in the workplace
- Sonny was awarded a CBE for Political Service in 2014, and was created a Life Peer in 2022 as Baron Leong of Chilton in the County of Oxfordshire and of Camden Town in the London Borough of Camden



## DATUK YVONNE CHIA

Diamond Lifetime Achievement Award 2023  
Independent Non-Executive Director & Chairman  
Standard Chartered Bank Malaysia Berhad  
Standard Chartered Saadiq Berhad  
Former Group CEO, RHB Banking Group  
Former Group CEO, Hong Leong Banking Group  
**Malaysia**

- Pioneering a four-decade career and breaking glass ceilings in financial services in ASEAN with Malaysia as her focus, she has redefined what it means to be a preeminent woman leader in an industry traditionally dominated by men – including a trailblazer appointment as the first female Chief Executive Officer of any commercial bank in the ASEAN region
- While at the helm of several banks, her leadership has transformed the value of banks via the mergers and acquisitions she led and helped shape the Malaysia Banking Industry.
- She was named among Forbes Asia's 50 Businesswomen in the Mix in 2013 and was a two-time finalist in the CNBC Asia Business Leaders Awards
- Champions youth development and she is passionate about helping create opportunities for young people to thrive and reach their full potential. She is a strong advocate of diversity, equity, and inclusion, ESG, climate, AI, and technology.
- Chair of Press Metal Aluminium Holdings Berhad, and until recently of Cradle Fund Sdn Bhd, as well as on the boards of the Merdeka Award Foundation, Silverlake Axis Limited, and Astro Malaysia Holdings Berhad
- Council Member of the Asian Institute of Chartered Bankers, a member of the Chartered Institute of Islamic Finance Professionals, a Trustee for the Teach for Malaysia Foundation, and an Honorary Professor at the School of Economics of the University of Nottingham, Malaysia



## DR AGAPOL NA SONGKHLA

Executive Vice President  
Chief People Officer  
Sustainability & Risk Management Committee  
Thai Beverage PLC  
Thailand

- A well-recognized HR leader in Southeast Asia. Currently serves as the Chief People Officer of Thai Beverage, with frequent contributions to the people development community in ASEAN.
- He has more than 25 years of experience covering engineering, management consulting, banking, and HR
- Responsible for a workforce of 60,000 employees, with about 40,000 based in Thailand.
- He has been royally appointed to serve on the Civil Service Commission of Thailand
- Graduated with a Bachelor of Electrical Engineering (honors) from Chulalongkorn University, a Master of Systems Engineering, and a Ph.D. in Systems Science from Tokyo Institute of Technology
- Before joining corporate roles, Dr. Agapol was with the Boston Consulting Group for 9 years. He is an advocate of coaching and holistic people development

**ARTDO** 5<sup>th</sup>  
International  
World Conference



## CHRISTOPHER RAMIREZ

Senior Director, Western Digital, APAC  
Firmware Engineering & Global Validation  
Scaled Agile Business & Product Owner  
The United States of America

ABOUT  
THE **speaker**



- 25 years of experience in the tech industry
- Leads teams across the United States, India, Malaysia, and Japan
- Senior Director overseeing Firmware Engineering in the APAC Region and Worldwide Validation team for Western Digital
- Committed to developing, fostering, and nurturing a high-performance coaching culture
- Certified Chief Master Coach (CCMC)





## NAMITA J HARDOWAR



President of the Mauritius Chamber of  
Commerce and Industry (MCCI)  
Awarded Commander Of The Star & Key Of The  
Indian Ocean 2024  
**Mauritius**

- Experienced as a senior professional in Strategy, Governance, Leadership Development, and Organisational Transformation
- Chair of the Mediation and Arbitration Center (MARC) Board and a Board member of the Business Mauritius, MCCI Business School, Mauritius Network Services; and other private companies
- Part of the top 100 Most Influential Women in Mauritius and was awarded the National Human Resource Development Council (HRDC) HR Excellence Award for HR Leadership in Mauritius.
- Awarded the Africa's Woman Leaders Award by CMO Asia
- Co-Founder and Managing Director of Institutional Expert Services (IES) an advisory, consulting, and capacity-building firm with a national and international focus which partners with ITD WORLD



## FRANK KOO

Founder and Director - Nextplay  
Head of Asia - LinkedIn  
**Singapore**

- Head of Asia at LinkedIn, responsible for LinkedIn's Talent and Learning business
- Board member of IHRP (Institute for Human Resource Professionals)
- Member of the Corporate Member Engagement Committee of SID (Singapore Institute of Directors)
- Previous positions: Chief Operating Officer of BE Education, President of Learning Solutions in APAC at Pearson Education, Managing Director for Singapore and South Asia Growth Economies at Oracle
- Qualified coach, takes on coaching assignments to support people and teams in achieving positive transformation with joy



**JOEL WALLACH**

Former CEO of seven international organizations in  
Asia, Africa, and the Middle East

Author, "Working With Americans: A Practical  
Guide to Business Success for Asian Managers"

**The United States of America**

- Managed multinational staff for more than 30 years in a wide range of countries, cultures, and business environments including Malaysia, Cambodia, Tanzania, Taiwan, China, Sierra Leone, Kenya, Egypt, and the Philippines
- Provided cross-cultural management and communication skills training to more than 2,500 managers from multinational corporations.
- Clients include: Dupont, Texas Instruments, McDonald, Exxon, Acer, Intel, Eli Lilly, Prudential Insurance, T-Systems, Degussa, BP, Amoco, General Dynamics, and the U.S. State Department
- Authored Working With Americans: A Practical Guide to Business Success for Asian Managers, based on their decades of first-hand experience with the challenges faced by local employees of American and other Western corporations
- Consulted for various international organizations and companies on issues related to people management



## SERELY ALCARAZ

Top 100 Most Influential Filipino Women  
on LinkedIn  
Master Trainer & Top Coach  
**Philippines**

- Executive Director at ITD World
- Top Master Trainer of “The Heart of Coaching”, John Maxwell and Jack Canfield programs
- Developed over 100,000 leaders globally with some of the most famous organizations such as Accenture, AIG, Chevron, IBM, Toyota Motors, and the United Nations
- 2016 President of ARTDO International
- 2012 Chairperson of the Philippine Society for Training & Development (PSTD)
- Extensive experience in international HRD and has delivered learning and development solutions to many of the world's leading companies
- Top Master Trainer of The Heart of Coaching, John Maxwell programs, Dale Carnegie courses, and Development Dimensions International programs
- Master in Management (MBA) from the Asian Institute of Management and Bachelor of Commerce Major in Human Resource Development from St. Scholastica's College
- Past Director & Officer of the People Management Association of the Philippines (PMAP)



## LEDON BROOKS

Vice President,  
Global Business Services Hub  
Schneider Electric  
**United States of America**

- With 28 years of supply chain, customer experience, transformation, and leadership experience spanning North America, Southeast Asia, China, India, and the Pacific
- Often a disruptor, his curious, creative, yet structured style enables him to quickly identify transformation opportunities and align for successful execution
- His altruistic nature keeps team results and collaboration always at the top of his priorities. Relentlessly keeping customers first ensures priorities are aligned and results meaningful
- A Certified Chief Master Coach (CCMC) who empowers teams and individuals to achieve their best potential. With a history of taking challenging situations and transforming them to build high-performance, self-driven organizations
- Fully embracing and deploying clear Vision, robust Hoshin Strategy Deployment, and customer intimacy to excite teams and align all on the journey and destination

**ARTDO** 51<sup>st</sup>  
International  
World Conference



**KENT SIM**

Keynote Speaker of BNI CAMBODIA,  
Regional Director of BNI Battambang,  
Vice President, ARTDO INTERNATIONAL.  
**Cambodia**

ABOUT THE **speaker**



- Licensed Leonard Personality Facilitator for Emotional Excellence
- Director, LDC Cambodia
- Vice President , ARTDO INTERNATIONAL
- Keynote Speaker for 2021, 2022, 2023, 2024 of BNI CAMBODIA
- Regional Director of BNI Battambang, Cambodia
- Board of Directors of Cambodia Israel Chamber of Commerce
- Twenty Years of Business Experience in Various fields such as Sales & Marketing, import & export, trading, servicing company, and consultant
- Trained thousands of employees through public & corporate training in the area of sales & marketing
- Mentored & coached entrepreneurs through BNI success systems.
- Transformed many lives of entrepreneurs by learning & developing their skills through international programs

**ARTDO** 5<sup>th</sup>  
International  
World Conference



**VELU MAHADEVAN**

Country HR Director  
Micron Malaysia  
**Malaysia**

ABOUT THE **speaker**



- Country HR Director of Micron Malaysia with 22 years of experience in a multinational environment
- ICF ACC certified coach and a Certified Chief Master Coach (CCMC)
- Focus on developing leaders through coaching and enabling them to build effective teams
- Inspire and transform maximum potential with freedom
- Enable reflection and self-discovery to create lightbulb moments for progress and growth in leadership coaching and development



**DATUK DR MOHD  
ZABRI BIN YUSOFF**

Director, National Institute of  
Public Administration (INTAN)  
**Malaysia**

- Director of the National Institute of Public Administration (INTAN), a premier institution for training and development in Malaysia that leads initiatives to enhance the skills and capabilities of public servants
- Previous Deputy Secretary General at the Ministry of Higher Education
- Former Director of Management Research Division of Malaysian Administrative Modernization and Management Planning Unit (MAMPU), Prime Minister's Department, Malaysia
- Doctoral degree in Management from The National University of Malaysia (Universiti Kebangsaan Malaysia, UKM)
- Master's Degree in Information Technology (UKM, Malaysia)
- Member of the Board of Directors of Universiti Malaysia Kelantan (UMK)
- Throughout his career, he has demonstrated exceptional leadership and strategic vision in various key positions within the public service
- Entrusted to lead one of the projects under the Special Task Force on Agency Reform (STAR), a national initiative, related to schools' development project



**ARTDO** 5<sup>th</sup>  
International  
World Conference



## SHAMSUL AMREE

Chief Executive Officer Franchisee  
Domino's Pizza Malaysia  
Chief Master Coach  
**Malaysia**

ABOUT THE **speaker**



- Passionate and compelling leader who delivers organizational vision and mission with clear outcomes, purpose, and action. An experienced executive with deep operational experience
- From Pizza Delivery Guy to leadership roles in Operations, QA, Training, and business head as GM, and Deputy President for both Malaysia and Singapore
- CEO for Domino's Malaysia from 2020 until recently became Domino's Pizza franchisee of multiple outlets
- Successfully scaled up Domino's Malaysia and Singapore from an initial 5 stores to over 300 stores through internal expansion, merger, and accelerated store growth. Won "Asia's Most Inspiring Executive" in year 2022
- Certified Chief Master Coach (CCMC), Coaching and Mentoring Professional (CCMP), Certified Professional Manager (CPM). Certified HRDF Trainer
- Holds a Masters in Food Service Management & Engineering and currently pursuing his DBA which is expected to be completed by end-2024



## DR. AHMAD MUKHLIS YUSUF

Independent Commissioner of Bogor Life Science  
and Technology - IPB University Holding Company.  
Chair of the Tazkia Scholar Foundation, Board of  
Trustees of the Pandeglang Smart Foundation  
**Indonesia**

- Executive and Business Coach, ICF Member,
- Practitioner of Strategic Management and Corporate and Business Transformation, after more than 25 years of being active in several corporations including Citra Group, Mahaka Group, Binus Group, Tazkia Group, and IMPAC Integrated Controls which is based in Punta Gorda, Florida, USA
- Led the transformation of Perum LKBN ANTARA, the Indonesian State News Agency as President Director, and CEO in 2007-2012
- Since 2015, he has carried out the mandate of Independent Commissioner of Indonesian Family Sharia Insurance (Asyki), President Commissioner of Amanah Ventura Syariah (2017-2022) Independent Commissioner of PT BLST Holding Company IPB University, and Commissioner of PT Gemicik Star Jaya, Developer of Tirtayasa Green Student Village, Serang
- Chair of the Tazkia Scholar Foundation, Board of Trustees of the Pandeglang Smart Foundation, and Chair of the Banten Human Resources Development Foundation in Bogor
- Bachelor of Marine and Fisheries in the Department of Fisheries and Marine Socioeconomics, FPIK, IPB University in 1990; Master in Management at the Asian Institute of Management (AIM), Philippines in 1998; Doctorate in Marketing at PSIM FE UI in 2006



**KC YAN**

Senior Principal Consultant, ITD World  
Corporate Director, ITD Asia  
Director, ARTDO International  
**Malaysia**

- KC is a Human Resource Practitioner with extensive experience in the manufacturing and service industry, with a number of leading global MNCs
- Senior Human Resources Director, Asia-Pacific & Japan of Freescale Semiconductor
- Senior Human Resource Business Partner Reinsurance Asia of Swiss Reinsurance Company
- Responsible for business HR in 9 countries (Japan, Korea, China, Taiwan, Hong Kong, Malaysia, Singapore, India, Australia)
- Spin off from Motorola SPS, set up new performance culture, win in business, strategic talent life cycle development, from public to private LBO, build best-in-class regional HR leadership team
- Dual reporting to Group Executive Council Member & CEO of Asia Division in Hong Kong and Group Management Board Member & Group Head of Human Resources in Zurich (for Head Asia HR role) and MD Head of HR for Reinsurance
- Speaker at various of International and Regional events for Creative Leadership, Corporate Executive Board, and Conference Board
- Master in Industrial Management from the University of East Asia, Macau



## DR KATHLEEN ONG

Senior Director  
Global Learning & Development  
ITD World  
**Malaysia**

- Country Head for ITD INTERNATIONAL Ltd, Thailand and ITD INTERNATIONAL Pte Ltd, Singapore
- Certified instructor for Thomas Crane's The Heart of Coaching, John Maxwell's Laws of Teamwork and Winning with People
- Certified LPI Consultant for LEONARD Personality Inventory
- Certified Coaching & Mentoring Professional (CCMP)
- Professional Certified Coach (PCC), International Coaching Federation (ICF), USA
- Active practitioner and researcher in the art and science of Human Resource Development (HRD)
- Doctorate in Business Administration, University Sains Malaysia (USM)
- MSc in Training & Human Resource Management (Leicester) and Bachelor's Degree in Economics (UKM)
- Member of the Women Centre for Change, Penang
- Founder of the Women Leaders Mentoring Community (WLMC)



## DR MARIO DEL CASTILLO

Author, Essential Practices of  
Mentoring Young Leaders  
Principal Consultant & Master Trainer, ITD World  
**Malaysia**

- Human Resource & Performance Consultant and expert in the area of Training and Development, Learning and Development, Performance Management, Leadership and Coaching
- Certified instructor for ITD Mega Guru Signature Program Developing the Leader within You
- Courseware designer and developer for ITD Professional certification program Certified Training Professional, Certified Talent & Competency Professional, Certified Instructional Design in Courseware Development
- Over 30 years of extensive experience in Leadership, Management, and Human Resource Development
- Adjunct lecturer for the University of South Australia in their International Graduate School of Business
- Bachelor's and Master's Degree in Management from Ateneo de Manila University and MA and PhD in Organization Development from Southeast Asia Interdisciplinary Institute School of OD (SAIDI)



## DR SHEN CHIEN-CHUNG

Vice President, Chinese Society for Training & Development

Visiting professor at National Taipei University

Member of the Phi Tau Phi Scholastic Honor Society  
Taiwan

- Ph.D. in Political Science from National Taiwan University in 1997
- Visiting Scholar at the University of Texas at Austin in 2001
- Currently holding a high-ranking position within the Republic of China (Taiwan) government, over two decades of experience in senior management roles. Expertise in public policy, ocean policy performance management, risk management, and government employee training, he has authored numerous papers presented at prestigious international conferences
- Notable topics include "A Study on the Republic of China's Civil Service's Core Competence" and "How to Build a Workplace Happiness - Taiwan's Experience of Building of the Modern Civil Service's Administrative Neutrality Culture"
- Alongside his governmental duties, he serves as a part-time assistant professor at National Taipei University, imparting his knowledge to future generations
- Received recognition as a member of the Phi Tau Phi Scholastic Honor Society and as an exemplary public servant

**ARTDO** 5<sup>th</sup>  
International  
World Conference



**EDWIN GODFREY  
JOHNSON**

Co-author , Power Speaking & Executive  
Presence  
**Malaysia**

ABOUT  
THE **speaker**



- Truly passionate international trainer and facilitator with more than 20 years of vast experience across the Asia Pacific region
- Accumulated wide experience in the field of logistics as well as in leadership, training, service writing, and resource management
- Retired army officer of 28 years of service, commissioned in 1962 into the Malaysian Ordinance Corps, an integral branch of the Armed Forces Logistics Service
- Mentored by Gerald Green, a Toastmaster Accredited Speaker
- Certified Instructor for ITD Mega Guru Signature Program The 360° Leader
- Certified Coaching and Mentoring Professional (CCMP) with specialization in the area of Leadership and Personal Development
- Advanced Certificate in Coaching & Mentoring and a Certificate in Performance Coaching which is recognized and accredited by the International Coach Federation (ICF), the world's most recognized professional coaching association