



Professional Summary

A results-driven Consultant, Certified Hospitality Trainer and HRDC Accredited Trainer with over 30 years of experience in the Hospitality, Sales, Marketing and Retail industries. Passionate about developing profitable and sustainable businesses by enhancing employee performance, productivity and professionalism. Combines industry expertise with a practical, hands-on approach to deliver customized training solutions that drive measurable outcomes. Known for empowering teams, improving operational standards and fostering a culture of continuous improvement.

Education

1994
Stamford College Kuala Lumpur
Diploma in Hospitality Management

Certification

2015 - HRD Corp Train-The-Trainer (TTT)
2024
Accredited HRD Corp Trainer
Certified HACCP Internal Auditor
Certified OSH Coordinator
2025 - Certified Hospitality Trainer (CHT)

Skills

- Core Professional Skills
- Leadership & Team Management
 - Organizational & Managerial Skills
 - Business Operations & Strategic Planning
- Training & Development
- Employee Training & Coaching
 - Performance & Productivity Enhancement
 - Train-The-Trainer Methodology
- Interpersonal & Communication
- Negotiation & Persuasion
 - Customer Service Excellence
 - Conflict Management
- Problem Solving & Decision Making
- Critical Thinking & Analytical Skills
 - Practical Decision Making in Operations
 - Crisis Management & Adaptability
- Hospitality-Specific Expertise
- F&B Operations Management
 - SOP Management
 - Guest Experience Management

Consultant | HRD Corp Trainer | Entrepreneur

2013 - Current | F&B Consultant | Certified Hospitality Trainer | HRD Corp Accredited Trainer | PACT Solutions
2020 - Current | Entrepreneur | DK Global PLT
My journey as a Consultant and Trainer is driven by a passion for people development and a commitment to business growth. I combine industry knowledge, practical skills and a results-oriented mindset to help hospitality businesses thrive.

- **As a Consultant**
I provide strategic guidance to restaurant owners, focusing on improving profitability, operational efficiency, and customer experience.
- **As a Trainer**
I empower employees through tailored training programs that enhance service standards, productivity, and team performance.
- **As an Entrepreneur**
I've successfully developed and launched a product that is currently being marketed and distributed within Malaysia.

Sales & Marketing | Business Management

2008 - 2012 | General Manager | Enhance Worldwide Sdn Bhd
2000 - 2008 | Manager | Sterling Vines Sdn Bhd
My career in Sales and Business Management was driven by a strong passion for wine and hospitality. During this period, I held senior roles in prominent importer and distributor of fine wines in Malaysia, where I gained comprehensive experience in managing business operations across multiple functions.

- Key responsibilities included:
- Leading and Mentoring sales teams to consistently exceed sales targets
 - Planning and Executing marketing campaigns and promotional events
 - Coordinating with overseas wineries, embassies, agents and logistics providers
 - Managing nationwide distribution channels
 - Conducting wine education and training programs for hospitality employees
 - Organizing exclusive wine events and tastings

This career phase was instrumental in developing a wide range of professional skills, including strategic sales, negotiation, business planning, leadership, customer relationship management, team development and operational logistics.

These roles equipped me with the entrepreneurial mindset and operational insight that continue to guide my work as a consultant and trainer in the hospitality industry today.

Careers in the Hospitality Industry

- 1990 - 2004
- Front Office Agent | The Melaka Village Resort
 - Supervisor | The Pan Pacific Glenmarie Resort
 - Assistant Manager | The Sheraton Imperial Kuala Lumpur
 - Assistant Manager | Eastin Hotel Kuala Lumpur
 - Assistant Manager | Starcruise Genting Group
 - Beverage Manager | Hotel Equatorial Melaka

My foundation in Hospitality was built through hands-on experience in leading hotels and resorts across Malaysia. Over the years, I gained exposure across multiple departments, but my passion and strength remained in Food & Beverage operations.

Through these roles, I developed a deep understanding of front-line service, back-of-house operations and team coordination. My key learnings included:

- Managing daily F&B operations and guest service standards
- Developing and Supervising service teams in high-pressure environments
- Mastering communication, delegation and leadership skills
- Building strength in time management, problem solving and multitasking
- Ensuring attention to detail and service excellence at every guest touchpoint

This phase of my career laid a strong foundation in hospitality operations and inspired my transition into consulting, training, and leadership development.

Customized Hospitality Courses

| F&B Operations & Service Standards | Customer Service Excellence | Effective Team Communication | Supervisory & Managerial Skills | Performance & Productivity | Food Safety & Hygiene Compliance | Wine Service & Guest Engagement |