



# SHIRENE MOONG

## CONTACT

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 shirenemoong@nextier.com.my

 @shirenemoong

### SKILLS & EXPERIENCE:

TRAINING & DEVELOPMENT

BRANDING MANAGEMENT

PERSONAL IMAGE CONSULTANT

ADVERTISING & PROMOTION

PARTNERSHIP DEVELOPMENT

DIGITAL & SOCIAL MEDIA

EVENT MANAGEMENT

BUSINESS STRATEGY

SALES & MARKETING

## CERTIFIED

Professional Certificate	Certifying Body
HRDCorp Accredited Trainer	HRDCorp
Becoming A Climate Champion	United Nations Institute (UNITAR)
Developing Skills For Women Leadership In Climate Action	United Nations Institute (UNITAR), Foundation Loreal
Embracing Sustainable Development	HRDCorp
Sustainable Lifestyles	United Nations Environment Programme
Global Sustainable Development	HRDCorp
Professional Diploma in BrandImage Consultancy	Open University Malaysia
Aromatherapist	Joanna Hoare (UK) Institute of Aromatherapy

## EXPERTISE

- Sustainability SDGs & ESG Trainer
- BeVisioneer The Mercedes-Benz Fellowship Mentor
- Branding & Image Consultant
- Marketing
- Event Management
- Media PR Communications

## WORK EXPERIENCE

### Current Role

- Founder at NextTier Academy
- Sustainability ESG Trainer & Coach
- Mentor for BeVisioneers The Mercedes Benz Fellowship
- Branding & Image Consultant
- Director at Brand Media Group Sdn Bhd
- Co-Founder of Ocean Hero Conservation, MY WARISAN: Laksa..Mana, Enchanting Cultural

## WORK EXPERIENCE

Shirene Moong is a Founder & Trainer of NextTier Academy. Mentor for beVisioneers (Mercedes-Benz Fellowship), Certified Image Consultant & ESG Green Shift Coach appointed by the United Nations ESCAP & CEDAR. She has established a platform dedicated to promoting Sustainability and ESG (Environmental, Social, and Governance) initiatives in alignment with the United Nations Sustainable Development Goals (UN SDGs).

With over 20 years of experience in diverse multinational and multicultural settings, Shirene has refined her skills in media, branding, marketing and communications. Her career has included various leadership positions across media and airlines sectors. As the Director of Brand Media Group, she manages a consulting, training and event agency focused on connecting clients with their target audiences. Brand Media Group assists clients in building a distinctive brand identity and developing a strategic roadmap for success.

Through OHSOM TV, a digital media channel under Brand Media Group, creative content is produced to inform and engage audiences. The agency covers a wide range of topics, including sports, travel, lifestyle and sustainability. As a proud member of the UN Global Compact (UNGC), the agency integrates the 10 UNGC principles into its core strategy, emphasising a commitment to sustainability and ethical practices.

### CORPORATE TRAINING & WORKSHOPS

- CENTRE FOR ENTREPRENEUR DEVELOPMENT AND RESEARCH (CEDAR)
- SME BANK
- SUNSURIA BERHAD
- SIME DARBY MOTORS
- EUM REALTY
- AVANI SEPANG GOLDCOAST RESORT
- LEXIS HOTEL GROUP
- PELANGI BEACH RESORT & SPA, LANGKAWI
- TURTLE CONSERVATION SOCIETY MALAYSIA
- MARECET
- SAMPAH MENYAMPAH
- TAK NAK STRAW
- JCI MALAYSIA
- SUNWAY STUDENTS VOLUNTEERS
- LEO CLUB SJA
- AFORADIO
- KINGSBEE PRESCHOOL

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Sustainability Practitioner



# REFERENCE PROJECTS

## TRAINING & PROJECT MANAGEMENT

### **Ocean Hero Conservation Run**

The campaign's main objective is to educate the importance of conserving ocean UNSDG14 Life Below Water

### **BEVISIONEERS: The Mercedes Benz Fellowship Mentor**

A global fellowship program that empowers young innovators to develop and implement planet-positive environmental projects by providing training, mentorship and resources.

### **MY WARISAN: LAKSA..MANA Festival Galore**

A cultural showcase celebrating Malaysia's diverse laksa heritage, uniting communities through food, storytelling and the preservation of culinary traditions in-line with the UNESCO values.

### **Enchanting Cultural Festival**

A heritage-focused festival dedicated to reviving and celebrating Malaysia's traditional arts and crafts, bridging generations through culture, creativity and lived experiences that aligned with the UNESCO Values.

### **OCEAN'US**

A collaboration campaign between local designer and Kuala Lumpur Fashion Week to promote sustainable fashion

### **SustainCycle**

Tree planting and beach cleanup campaign to manage the ecosystems through waste segregation, and maintaining biodiversity

### **Harvest Hub**

Coaching, mentorship, and knowledge transfer for students and underprivileged communities to create practical urban farms that enhance food security, environmental sustainability, and community welfare.

### **Hair On Earth**

Campaign in using human hair for soil enrichment and composting. Engaging students and communities in practical activities to raise awareness of sustainable waste management and circular economic models.

Sustainability Practitioner



International  
Trade  
Centre



Network  
Malaysia & Brunei

