

## PROFESSIONAL PROFILE – LEE CHIEN SIONG (CS LEE)



**Mr CS Lee**, a seasoned corporate trainer & facilitator for an international hotel chain, Antara Holiday Villas Sdn Bhd, owning/managing hospitality properties in the branding of Holiday Villa Hotels & Resorts, D’Villa Residence, La Villa Boutique Hotels & Resorts and City Villa Hotels, has more than 30 years of experience in the areas people development, training, education and operations.

The participants attended his programs comprise of rank & file personnel, supervisory personnel, middle management personnel, department heads & C-suites executives within the hospitality sector.

Mr C S Lee is currently the **Director of Organization Development & Operations** of the Antara Holiday Villas Sdn Bhd. Antara Holiday Villas Sdn Bhd manages over than 25 hotels and resorts worldwide.

The Organization Development & Operations Director is responsible in the areas of the group’s human resources development, change management, process and systems implementation, manpower development and training strategies. The Division is also responsible for the implementation of the risk management program within the group of hotels.

The Director involves proactively in the setting up of the competency framework for the Holiday Villa group of hotels. This enables the company to support the hotel management so as to implement the executive competency framework for the purpose of manpower recruitment, selection, lateral job movement, promotion and development. This Division also functions as an internal consultant for Holiday Villa to undertake organization review of its business unit and to make recommendation to the senior management about the structure, systems, processes and policies of the hotel.

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The Organization Development Division plays a leading role in the development of programs that enhance the productivity and quality of the human resources via job redesigns, skill recognition, job enlargement, and on job training. The Division offers advice to the members of the management and staff on issues related to career development within the hotel/group, in order that the staff may fully develop to their potential for the benefit of the hotels.

Steeped in the culture and corporate aims of the hospitality industry, I pioneered the development of the Occupational Safety and Health Programme for two international chains of hotels.

Having a personal mission to educate and empower individuals with the required knowledge in order to achieve personal and organizational excellence, I am an enthusiastic and dynamic organization development specialist who achieves my mission through lively and challenging interactive sessions.

Amongst others, my specialization is in the areas of hospitality management & customer engagement programs, training the training facilitator workshops, hospitality business communication, personal development, leadership, customer service, motivation, and lateral thinking programs. I am still engaging myself, in the areas of human resources & staff development programs for the following properties, within the Holiday Villa group of hotels & resorts.

<b>International</b>
Holiday Villa Hotel & Suites London, United Kingdom
Wina Holiday Villa Kuta, Bali, Indonesia
Holiday Villa Pantai Indah Bintan Island, Indonesia
Holiday Villa Hotel & Residence City Centre, Doha, Qatar
Holiday Villa Nataya Sihanoukville, Cambodia
Holiday Villa Hotel & Residence Baiyun, Guangzhou, China
Holiday Villa Shanghai Jiading, China
D-Villa Residence, Doha, Qatar
Xionsen Holiday Villa Hotel & Suites, Chenzhou, Hunan, China
Xionsen Holiday Villa Yanling, Shennongbay, Hunan, China
Holiday Villa Hotel & Residences, Shennongbay, Yanling, Hunan, China
Shengyi Holiday Villa Hotel & Suites, Sanya, Hainan, China
Holiday Villa Hotels & Resorts, Haikou, Hainan, China

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Malaysia
Holiday Villa Beach Resort & Spa, Langkawi, Kedah
Federal Villa, Langkawi, Kedah
Holiday Villa Beach Resort & Spa, Cherating, Pahang
LaVilla Boutique Hotel, Cherating, Pahang
Holiday Villa Kota Bharu, Kelantan
Holiday Villa Johor Bahru City Centre, Johor
Holiday Villa Hotel & Conference Centre, Subang Jaya, Selangor

Earlier Professional Experience		
Training Manager	<b>Parkson Corporation Sdn Bhd</b> (Retail Industry)	Had the opportunity in leading the biggest retail chain in Malaysia in early 1990s
Training Executive	<b>AETNA Insurance/ Universal Life &amp; General Insurance</b>	Involved in the in house training for staff and the agency force.

Academic Qualifications/Achievements
B.A. National University of Malaysia (UKM)
Diploma in Human Resource Development, ASEAN Tourism Authority

Professional Qualifications/Achievements
Master Trainers Certification, Holiday Inn International/Asia Pacific
Licensed Instructor, FEELINGS Program, Better Than Money Corporation, Australia
Human Resource Management Program, prescribed by INSEAD, France
Certified Assessor, Great Britain College Consortium

Train the Trainers Related Programs/Certifications
Train the Trainers Program (Exemption) Certificate No: 6195– Human Resources Development Fund
Train the Trainers Program by Tourism Malaysia, Ministry of Culture, Arts & Tourism
Training the Trainers Program in Japanese Customers Service by ASEAN Promotion Centre on Trade, Investment & Tourism, Tokyo, Japan
Train the Trainer – Front Office Agent, by ASEANTA & Visa International

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