

RESUME

PERSONAL PARTICULARS

Name : LEOW Beng Ho Paul
Year of birth : 1959
Race : Singaporean Chinese
Nationality : Singaporean (and Canadian)
Language : English (spoken and written)
Positioning : Industrial expert & global knowledge transfer agent
Contact : **PL0791@yahoo.com**

RECENT WORK EXPERIENCE

1. 2022 to present – Consultant. Tusstar Malaysia & Singapore. Originated from Tsinghua University. A Chinese incubator firm. Most of our entrepreneurs are in the technology segment.
2. 2001 to present. Senior Consultant, AARM Professional Customer Relationship Management certification program, Toronto Canada. Look after locations – Mid-East, Indonesia, India & Malaysia.
3. 2021 to 2023 – present. Professor, Korea Nazarene University. Faculty – Global Business (subjects taught so far are – International Business, Leadership, Entrepreneurship, Marketing Research, International Trade, Personal Career Development, Innovation Management and CRM)
4. 2007 to 2021. Adjunct Faculty at ELM Graduate School, HELP University Malaysia. Covering areas are –
 - MBA and Master in Entrepreneurship programs. Subjects taught - Marketing, Strategic Management, Integrated Marketing Communication and Leadership
 - Myanmar Campus, HELP MBA. Subject taught - Integrated Marketing Communication
 - Mobility Program - Visiting students from Kyunghee & Kookmin Universities. Subjects - Marketing and Leadership
 - Malaysia SME's CEO training program. Subject – Leadership.

5. 2020 May to Oct – Fixed Term Contract, as a Customer Experience Officer at Ministry of Manpower Singapore.

6. 2017 to June 2019 – Customer Relationship Management consulting (big data, lifetime value & predictive analytics) at Intiland Group Indonesia. This group comprises of property developer, hotel, engineering, hospital, spa, sport clubs and etc. Here I gathered all the customer data into one seamless database for predictive analytics/marketing with a lifetime value to it. The single-minded objective was to transform them to be a customer centric group.

7. 2015 to 2017 - Volunteer assignments at Catholic Theological Institute Singapore; Institute of Mental Health Singapore; Clare Missionary Sabah (Franciscan 3rd Order formation work); Young Christian Student Singapore.

8. 2008 to 2015 - Senior General Manager – Customer Relationship Management & Learning at Tan Chong Motor Group Malaysia (Nissan and Renault), integrated the total business customer database; Executive Director - Tan Chong Technical Institute (Malaysia & Taiwan), run and managed the vocational skilled based school.

9. 2008 to 2015, part-time assignment. Taught subjects & locations:

- MBA, subject Customer Relationship Management - Chang Gung University, Taipei Taiwan
- MBA, subject Strategic Management - National Cheng Kung University, Tainan Taiwan
- Summer semester Undergraduate from Economic dept, subject Marketing- Tsinghua University, Beijing China
- Undergraduate, subject Marketing & CRM - University of Surabaya Indonesia
- MBA, subjects Marketing, Cross Cultural & Entrepreneurship - Paris Graduate School of Management (Malaysia campus)

10. My earlier years, I had experience in teaching, product management and advertising -

1. 2007, Senior Advisor - Kookmin Bank Credit Card Marketing. CRM, Single View project, while attached at Hannam University Korea.

2. 2006 to 2007, Linton Global College, Hannam University, Daejeon, South Korea. Subject Marketing.

3. 1997 to 1999, Regional Account Director, Overseas Division, Cheil Communications Korea (Seoul office and set up Singapore Asia Pacific Office). Part of Samsung Group.

4. 2003 to 2005 - Pattison College Vancouver Canada for Upper Iowa University and New Yoke Institute of Technology. Lecturer in Marketing.

5. 2003 to 2005 – Western Town College Vancouver Canada. Lecturer in Marketing

6. 1997 to 2000 – Nanyang Technological University Singapore. Lecturer in Marketing.

EDUCATIONAL SUPPORT

1. Singapore Workforce Skills Qualifications (**WSQ**) Social Media Marketing 2021
2. Professional CRM certification, AARM Canada
 - Certified 2003. Faculty head / senior principal consultant at AARM Canada
3. Ito1 Certificate, Peppers & Rogers Group New York City
 - Certified 2001. Part of my employment requirement in NYC HQ office
4. Doctor of Business Administration, Canterbury University
 - Graduated 2000 (Major - International Business)
5. Master of Business Administration, Griffith University
 - Graduated 1996 (Specialization Marketing).
6. Bachelor of Theology, Maranatha Bible College
 - Graduated 1994 (Major - Organizational Management)
7. Diploma in Mass Communication, Oklahoma City University
 - Graduated 1993 (Major – Mass Comm.)
8. Group Diploma in Marketing, The London Chamber of Commerce and Industry
 - Graduated 1984 (Major - Marketing. PR distinction)
9. Certificate in Advertising, International Correspondence School London
 - Graduated 1982 (Major – Advertising Art)