

# NINEY CHONG

## Visionary Social Impact Strategist

Trainer, Speaker Coach |  
Social Impact Marketing Strategist |  
Certified Professional Image & Branding Coach |  
Most Influential Global Marketing Leader 2019 |  
100 Most Inspirational LinkedIn Icons 2020 |  
SCENIC Honourable Mention Award 2021 |  
Malaysia's Woman Leadership Award 2019 & 2022 |

## EDUCATION

- **Malaysian Directors Academy**  
Certified Woman Director - For Public Listed Company (2013 - 2017)
- **Global University of Life-Long Learning**  
Certified Professional Image & Styling Consultant, Public Relations/Image Management (2016)
- **HELP University**  
Bachelor of Business Administration - BBA, Public Relations/Image Management (2001-2004)

## CORE SKILL

Public Orator  
Coaching & Training  
Social Impact & Branding Strategy  
Strategic Marketing  
Collaborative Marketing  
Strategic Partnership  
Community Building  
Program Planning & Management  
Content Curation & Management  
Platform Selling  
Business Consulting  
Business & Digital Application

## EXPERIENCE

**Womomentum**  
Founder (2021 - Present)

**Ministry Of Marketing, Asia**  
Founder (2020 - Present)

**Chatbot Malaysia**  
Co-Founder, CMO (2017 - 2020)

**BAYU PLT**  
Director, CEO (2009 - Present)

## VOLUNTEER EXPERIENCE

**SURE Boleh**  
(Support Untuk Rakyat Usahawan) Program  
Producer (2020)

**Mompreneur Asia**  
Co Founder (2018 - Present)

**Lean In Sabah**  
Founder (2017 - Present)

**SWEPA (Sabah Women Entrepreneurs & Professional Association)**  
Executive Committee (2012 - 2018)

**Rotary Club Kota Kinabalu Pearl**  
Charter Member (2015 - 2017)



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## ABOUT NINEY CHONG

Niney Chong is a proud mother of two. She is a multi-award-winning Mompreneur.

Niney Chong is the CEO and Founder of Womentum, and Consul for Hormonal Healing - 1 of the 5 Womentum Pillars. She is also the mother of two, Founder of Ministry Of Marketing.Asia, Co-Founder and CMO of Chatbot Malaysia, Director & CMO of BAYU PLT, Trainer, Speaker and Coach, Social Impact Business and Marketing Strategist, and a Certified Professional Image and Branding Consultant.

WOMENTUM (Women In Momentum), is a community-driven initiative supporting women to be on track and sustainably be in momentum in any field they're involved in through the 5 pillars of WOMENTUM: Body Empowerment, Emotional Care, Cognitive Fitness, Hormonal Healing, and Vigorous and Zesty Lifestyle. Initiated in February 2021, the initiative has garnered tremendous traction through its daily judgment-free sessions held on various platforms like Clubhouse, LinkedIn Audio, Telegram Audio and Instagram LIVE Show, with around 400 registered members.

She also runs BAYU PLT as the Chief Executive Officer. Her forte is Personal Branding, Entrepreneurship, and Effective Sales and Marketing Training, which culminated from her years of experience in the Sales and Marketing industry. Created with a tagline: "A Sabahan Vision for Her People", BAYU PLT is currently running as the biggest training provider in Sabah with a team that is running on autopilot serving the state government through soft skill development programs. BAYU PLT is growing and now serving not only the Sabahans but also running programs throughout Malaysia as a Nation.

Ministry Of Marketing.Asia (MOM.Asia) is a brand Niney created under BAYU PLT umbrella running nationwide Collaborative & Strategic Marketing

and Social Impact Initiatives in Malaysia through physical and virtual events, training, workshops, coaching, and consulting the startup and SME ecosystem. Created in February 2020, MOM.Asia has been in momentum running virtual community projects and Social Impact Initiatives during the challenging times of MCO, working very closely with corporate and government agencies such as MDeC, Sabah Economy Development Corporation, HRDCorp, AWANI, etc.

One of the signature areas of expertise under Ministry of Marketing.Asia is Niney's other passion within the realm of the Personal Development Industry is Strategic and Impactful Personal Branding. Niney is a Certified International Image and Branding Consultant. Within 6 years, she has a reach of nearly 3000 participants either through Image & Personal Branding workshops, training, and group or 1-to-1 consultations. She is known for her track record in accelerating Personal Brand and Authority building. This was proven when she relocated to the capital of Malaysia - Kuala Lumpur from Kota Kinabalu where she was awarded 4 prestigious Malaysian and International Awards in 2 years - Malaysia's Woman Leadership Award 2019 & 2022, Most Influential Global Marketing Leaders Award 2019, Malaysia's 100 Most Inspirational LinkedIn Icons 2020, SCEIC Honourable Mentions Award 2021.

Niney is the Co-Founder of Chatbot Malaysia, a brand created in 2017 under a consulting & development agency ([www.narrative.chat](http://www.narrative.chat)), serving Government Agencies, Multinational Companies, A-List Celebrities, and various other clients. Chatbot Malaysia is now a reputable brand in the AI and Machine Learning industry helping thousands of entrepreneurs through chatbot marketing, workshops, and numerous national and international conferences. Chatbot Malaysia now has been rebranded to YesHello.chat - an award-winning startup led by her husband and former business partner of 15 years Carliff Rizal Carleel.



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## NINEY CHONG'S DIGITAL & MEDIA REFERENCE

- <https://www.astroawani.com/video-malaysia/bajet-2023-tidak-ramai-yang-tahu-mengenai-ekonomi-gig-1990634>
- <https://www.astroawani.com/video-malaysia/perpaduan-harus-bermula-dengan-pemeriksaan-unit-keluarga-di-rumah-1987384>
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- <https://www.prestigeonline.com/my/people-events/people/womentum-building-community-five-key-pillars/>
- <https://www.astroawani.com/berita-bisnes/sabah-kuasa-ekonomi-baharu-boleh-bah-260558>
- <https://www.astroawani.com/berita-malaysia/selebri-terkenal-giat-bantu-usahawan-mikro-melalui-power-empower-239176>
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- <https://www.dailyexpress.com.my/news/132003/business-mums-can-help-sabah-s-economy/>

“

**I think my resilience  
is built on clarity.  
When my purpose is clear,  
my brain gets into strategic mode!  
This excites me and moves me  
towards a flow state.**

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