

Sen Ze is a Barrister-at-Law from Lincoln's Inn, UK having been called to the English Bar in 1990. He was then called to the Malaysian Bar in 1991 and has practised as an Advocate and Solicitor since.

He has a deep interest in technology and entrepreneurship, which led him to create multiple companies that leverage fully on Internet, mobile, Web2 and Web3 concepts.

Sen Ze is also a best-selling author of multiple books on entrepreneurship and marketing that use Internet and mobile technologies for maximum revenues and minimum costs. They include "Sen Ze's Mini-Encyclopedia Of Low-Cost, High-Profit Internet Business Models", "How To Use The Internet To Earn US Dollars In Your Pajamas", "How To Use The Internet To Earn A Massive, Passive Income In Your Pajamas", "The AirAsia Story", "Unlocking The Social Media Code", "Mobile Insanity", "Bitcoin Insanity" and "NFT FRENZY".

Sen Ze specialises in the use of the latest technologies for businesses, including Internet, Mobile, Web2 and Web3 (Blockchain, DeFi, NFT and Metaverse) technologies. He has created multiple Internet businesses since 1999.

He uses the latest technologies as they are created, to gain maximum advantage and leverage over his competitors.

He also trains individuals and aspiring and existing business owners to use the latest technologies to create their wealth including investing in them and using them for huge competitive advantages.