



INSTITUTE OF MARKETING MALAYSIA

K.K. LAI



Council Member of Institute of Marketing Malaysia (IMM)

K.K. LAI is currently the first Chief brandDNA™ Coach for SMEs in Malaysia. He completed his Diploma in Quantity Surveyor in 1987. With great passion in Coaching and Training, he founded Blue Ocean Strategy Resources in 2006 to assist SMEs with a low-cost & systematic brandDNA™ branding strategy. He is also the creator of a proprietary 3-day workshop namely BlueOceanMBA™ which teaches practical Marketing, Branding and Advertising.

In year 2009, K.K. Lai was appointed the Organizing Chairman for the 1st Brand Entrepreneur Conference which is a learning and networking event to provide platform for Malaysian Brand entrepreneurs jointly organized by Branding Association of Malaysia (BAM) and SMIDEC. The same year, he was invited as a guest speaker for Golden Bull Award Nationwide Road Show organized by Nanyang Siang Pau. He was among one of the selected six speakers in the Malaysia Speakers Association Annual Convention in 2010.

In May 2010, he completed the Blue Ocean Strategy in Action Program and was invited as a strategic partner of UCSI Blue Ocean Strategy Regional Centre Malaysia.

He was the former Honorary Secretary of Branding Association of Malaysia (year 2006 – 2009). Currently, he is the life member of Persatuan Usahawan Maju Malaysia (PUMM), Council Member of Institute of Marketing Malaysia, member of SMI Association, Certified Speaker and Secretary General of Malaysia Speakers Association, member of International Ozone Association. In year 2011, he was appointed the Chairman of Re-Branding Committee and the Bureau Head of Certification Task Force of Malaysia Speakers Association.

Up to June 2011, K.K. Lai has personally trained more than 500 SMEs, CEOs and Executives from 162 different industries. The numbers are growing every month.