



INSTITUTE OF MARKETING MALAYSIA

## DR. LEOW CHEE SENG

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### **Honorary Treasurer of Institute of Marketing Malaysia (IMM)**

DR. LEOW CHEE SENG, is an endeared director of multiple companies and also a very well-acknowledged mentor. Over the past 10 years, Dr. Leow has been involved in training, coaching, postgraduate thesis coaching, marketing research, business consulting, lecturing, writing in several organizations around the globe. He has been a lecturer, consultant and trainer of numerous institutions of higher learning in Malaysia. His specialized area of research includes human behaviour, management and marketing

Dr Leow holds a Certificate in Quantitative Research Method and a Certificate of Corporate Director's Training Program. He is also a Certified Stress Management consultant and Certified E-Commerce Professional. Besides, he is also a member of the International Association of Counselors and Therapist (IACT). His academic qualifications include Master of Business Administration from Malaysia Graduate School of Management, UPM, Doctor of Business Administration from United Business Institute in Belgium. Besides, he completed his Certified Professional Marketer (Asia).

He is a member of the Malaysian Institute of Management, a MIM Certified Professional Trainer (MIM-CPT), member of MIHRM, and a certified advance Human Resource Practitioner (Consultant). He is also a member and trainer of the Institute of Marketing Malaysia (IMM). As a fellow for two international organizations - British Institute of Homeopathy (BIH) and Human Behaviour Academy (HBA), he continues to contribute his knowledge in the both areas of human behaviour.

Dr Leow was a consultant and trainer for Health Department, City Hall Kuala Lumpur (DBKL). During his tenure with DBKL, he was involved in "Kualiti Mutu Kerja", KMK, ISO 9002, customer satisfaction, Cost Benefit Analysis, Health Promotion and Intervention programmes. He has set up a clinical psychology clinic in health department and undergone internship with Prof Dr Malik Badri, Professor of Psychology (UIAM) and fellow of psychology in British Psychological Association.

He also gives talks tailored to specific needs of the public and private sectors in Malaysia and abroad. In addition to consultancy and training, he lectures Bachelor programs in Open University Malaysia and supervises Master and PhD thesis for different overseas university.

Dr Leow won the Young Investigator Award during the 32nd Congress of Pediatric Malaysia. He was also selected to participate in programs organized by Asian Productivity Organization (APO) in strategy formulation for ISO 26000.