



INSTITUTE OF MARKETING MALAYSIA

SALIM ASHEDOFF



Council Member of Institute of Marketing Malaysia (IMM)

Mohammed Salim Ashedoff has years of experience in the services and retails industry. His experience in the field of marketing, training, management and strategy is profound and rooted in deep hands on experience. He is a human performance technologist, where his favorite motto is WHAT IS THE COST OF NOT TRAINING. His expertise lies in No NONSENSE training needs analysis process. Besides English and Malay Language, he speaks French, Arabic, Persian, Urdu, Hindi and Indonesian languages too.

He is a certified Master Trainer, Coach, NLP Practitioner, Hypnosis and Consultant with extensive experience in corporate and public training. Salim's methodology of training is unique and tailor made to the needs and wants of the market. He is a certified PSMB training specialist and VTO. His academic background is from the hotel, human resources, management and project management. His mentors are Tony Robbins, Jim Rohn, Philip Kotler, Richard Bandler and Tony Fernandes.

Salim has worked for KFC, Melium Group, Berjaya Group, IFSS Hong Kong, and MJR Japan in senior management positions.

As a Corporate Trainer and Consultant, he has conducted several Training Programs such as Communications, Presentation Skills, Customer Service, Performance Management, Team Building, Supervisory, Management & Leadership Skills, Organizational Development Skills, Marketing & Sales, Management & Strategy, Mindset Change, Execution Strategy, Hospitality & Retailing, Human Resources, Branding, Services Marketing, Stress Management, Corporate Fraud and Halal Awareness.

Salim was also involved in a business consultancy project in the Middle East. He analyzed the operations, marketing, training, supply chain, supplier selection, product design, positioning strategy and to implement the project in Malaysia and South East Asia. He has trained many people from various walks of life, age and profession. His training formula is $P=M \times KSA \times E$.

His hobbies include reading, travelling, cycling, jungle trekking, watching great and inspiring movies and making people laugh. He loves Bob Dylan, Simon and Garfunkel, REM, Dire Straits and Don McLean. The book that changed his life is Unlimited Power by Tony Robbins. Salim was recently featured on BFM 89.9 – Raise Your Game on the subject of Delegation and Empowerment.