



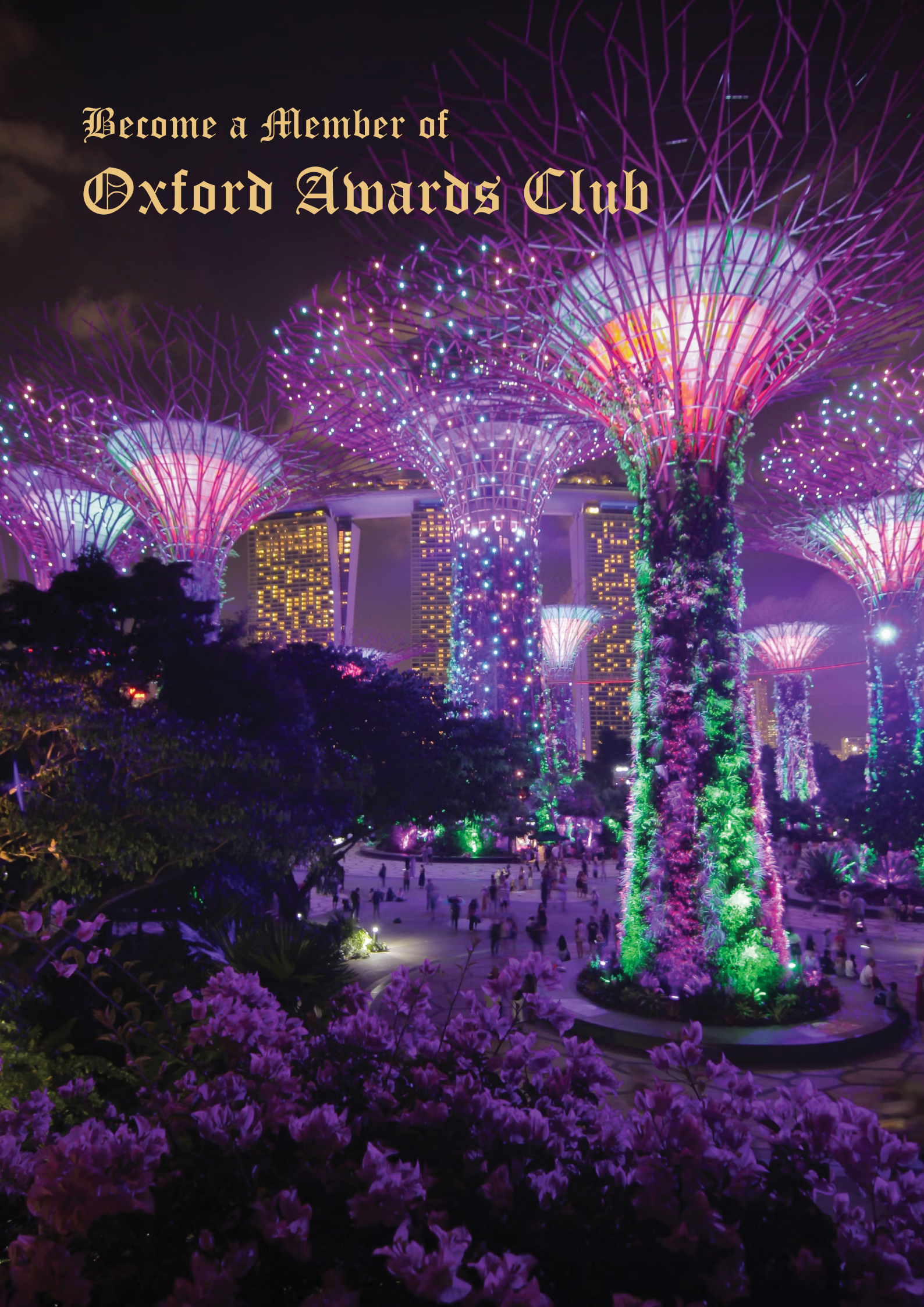
# Oxford Awards for Excellence (OXAE) & Oxford Leadership Awards (OXLA)



London Institute of  
Skills Development®



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The London Institute of Skills Development (LISD) and the Oxford International University College Committee (OXCC), UK, and Oxford Awards Club jointly offer the Oxford Awards for Excellence (OXAE) and the Oxford Leadership Awards (OXLA). These awards honor individuals from all across the world who have not only demonstrated leadership, teamwork, devotion, humanism, and professionalism but have also made substantial contributions to their respective disciplines, setting new standards for excellence.



## OUR VISION

To broaden the global reach of the OXAE and OXLA awards, resulting in a truly global platform of achievement and recognition. We want to motivate people from all walks of life to strive for greatness and make meaningful contributions to society.

We hope that the OXAE and OXLA awards, with the sustained support of our exceptional committee members and partners, will encourage an environment of continual learning and innovation, setting new standards in professional excellence and leadership.

We look forward to our awardee community's continued growth and the outstanding contributions they will certainly make to society.

## KEY OBJECTIVES

The major goals of the OXAE and OXLA are as follows:

- To recognize and celebrate excellent achievements of persons in leadership roles and other professional disciplines.
- To inspire global community excellence and innovation.
- To encourage professional development collaboration, effort, and a positive attitude.
- To honor people for their humanity and contributions to society.

## SIGNIFICANCE

The OXAE and OXLA awards provide worldwide acknowledgment of the awardees' accomplishments and contributions.

The awards recognize their dedication, leadership abilities, creative thinking, and commitment to promoting equality and strengthening the community.

The award boosts the awardees' credibility and reputation, motivating others to strive for excellence.

We hope to continue recognising and rewarding worldwide achievement in leadership and other professional sectors as we move forward. We want to inspire people all throughout the world to meet these standards, establishing a culture of creativity, collaboration, and kindness. We expect to see an increasing number of awardees who will continue to make major contributions to global society.

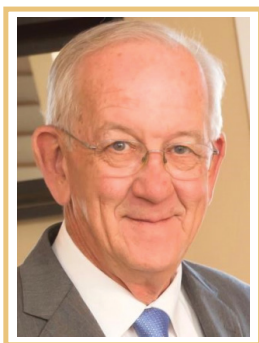
## BENEFITS

- Global Recognition
- Higher Credibility
- Career Advancement
- Life-time Achievement
- Association with Oxford
- Continuing Learning Opportunities
- Oxford Awards Club- Premium membership





## OXFORD AWARDS FOR EXCELLENCE AND OXFORD LEADERSHIP AWARDS



**Prof. Henry James Scott**

Joint Director - Oxford Awards Club & Oxford International University & College Committee, U.K

Welcome to the **Oxford Awards for Excellence (OXAE)** and **Oxford Leadership Awards (OXLA)**, being presented as a joint venture of the London Institute of Skills Development, Oxford Awards Club and Oxford International University & College Committee, U.K. These distinct awards are a declaration of the VALUES we practice and striving to propagate further. We are proud to have our staff, faculty, and partners stand strong and united working together and building educational bridges for our students and global community. We extend special appreciation to the Board of Directors of this joint venture for its generous endorsement of this significant series of events.

Oxford Awards for Excellence recognize people across the globe who reflect the true essence of leadership, collaboration, dedication, support, humanity, positive attitude, and professionalism. We congratulate all those who were nominated, completed associated processes, and were chosen through the process to reflect the best qualities of the multiple award categories. Everyone is a winner and we salute you for a job well done. Oxford Leadership Awards recognize people from various walks of life, and created outstanding hallmarks in their respective fields; inviting them to the most prestigious University of Oxford, UK.

University of Oxford, UK is the oldest university in the English-speaking world, came into being in 1096 with a heritage and history of more than 900 years. It experienced rapid expansion later in 1167 when King Henry II prohibited English students from attending the University of Paris. The fast development of colleges was observed in the following years. Now the University of Oxford, U.K. is comprised of 44 colleges, making Oxford the most prominent University Town across the globe. Oxford is indeed a diverse and historic city, just a short distance to the west of London- a major British and European center for the arts, science, technology, and innovation, and a fantastic place to live, study and visit.

## BOARD MEMBERS OXFORD AWARDS CLUB AND OXFORD INTERNATIONAL UNIVERSITY & COLLEGE COMMITTEE



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### Elane Goh Siang Ling

Oxford Awards for Excellence in  
Pioneering Financial Solutions & Leadership Development

#### Summary

Elane Goh Siang Ling is a seasoned professional with over two decades of comprehensive experience across various industries. Specializing in Financial Planning, she is also a Registered Financial Planner, a Registered Financial Consultant (RFC, USA), and a member of the International Professional Managers Association (IPMA, UK). Elane is committed to elevating people's financial well-being and empowering them with the tools they need to achieve both career and personal success. Her work ethic and leadership capabilities are evidenced by her journey from Executive Customer Service at DHL to being the visionary leader of her own financial consultancy.

#### Credentials and Memberships

- Registered Financial Planner
- Registered Financial Consultant (RFC, USA)
- International Professional Managers Association (IPMA, UK)
- Sijil Kemahiran Malaysia Operas Latihan Vocational (VTO)

#### Business Profile

A visionary entrepreneur, Elane founded Vision One Hundred Consultancy, focusing on delivering robust financial solutions to individuals and businesses alike. Under her leadership, the agency has gained nationwide and international recognition, and she has personally been awarded numerous accolades in her field.

#### Areas of Expertise

- Public Speaking
- Financial Planning
- Leadership Training
- Coaching
- Confidence Training
- Business Solutions
- Banking and Mortgage Loan Advisory

#### Career Milestones

- Logistics Industry (1999-2003)
- Executive Customer Service at DHL Worldwide Express
- Sales Executive at Ceva Logistics (formerly EGL Logistics)
- Financial Industry & Entrepreneurship (2003-Present)

#### 2003-2009

Entered the financial industry by partnering with Hong Leong Assurance Berhad. Established Vision One Hundred Consultancy, growing it into a reputable agency.

#### 2010-Present

- Mentored and developed a team of over 100 members.
- Garnered various national and international awards for exemplary service and leadership.
- Focuses on multiple income streams, offering income protection and financial leveraging solutions to a diverse clientele.

Elane Goh Siang Ling is not just a financial advisor but a mentor, a leader, and a visionary who strives to bring value to all her interactions, be it with her clients or her team. She is your go-to professional for a holistic approach to financial planning and entrepreneurship.



## Dr. Tan Chee Hui

Oxford Award for Excellence in  
Traditional Chinese Medicine and Public Health Advocacy

### Summary

Dr. Tan Chee Hui is a distinguished Traditional Chinese Medicine (TCM) practitioner and acupuncturist with a career spanning over 20 years. Based in Nusajaya, Johor, he has dedicated his life to the advancement and practice of TCM, not just as a form of alternative medicine, but as a holistic approach to health and well-being.

### Career Overview

Serving at the intersection of TCM and Public Health, Dr. Tan Chee Hui is a force to be reckoned with. His unique educational background, which includes a Diploma in Traditional Chinese Medicine, a master's degree in public health focused on TCM, and an Honorary Doctorate, equips him with the requisite skills and knowledge to treat a wide range of health conditions.

### Community Engagement

Beyond his medical practice, Dr. Tan Chee Hui is a fervent advocate for TCM and its benefits, particularly for underserved communities. He has been an active participant in TCM charity events, providing free treatments and education to those less fortunate. His passion for community service and healthcare equity is evident in every charitable endeavor he undertakes.

### Professional Affiliations

Federation of Chinese Physicians and Acupuncturist Association of Malaysia (FCPAAM): Registered Member  
Ministry of Health Malaysia: Certified Registered T&CM Practitioner (TCM)  
Malaysia Traditional Chinese Practitioner (MTCPA): Professional Member  
Malaysia Traditional Chinese Medicine Orthopaedic and Traumatology Association: Member

### Educational Qualifications

Honorary Doctorate of Traditional Chinese Medicine: Linton University College, Malaysia  
Master's degree in public health (Traditional Chinese Medicine)  
Diploma in Traditional Chinese Medicine

### Core Competencies

Expertise in acupuncture and herbal medicine.  
Public health research and advocacy focused on Traditional Chinese Medicine.  
A deep-rooted commitment to healthcare equity and community well-being.

Dr Tan Chee Hui's career is a testament to his unyielding dedication to TCM, his commitment to furthering public health, and his passion for social causes. His impact is not only felt through his clinical successes but also through his significant contributions to the community. The blend of his professional achievements and humanitarian work makes him a luminary in the sphere of Traditional Chinese Medicine.





## Goh Jit Chin

**Oxford Award for Excellence in  
Holistic Medicine and Community Service**

### Professional Profile

Goh Jit Chin is a seasoned Traditional Chinese Medicine (TCM) practitioner and acupuncturist with more than two decades of clinical experience. Specializing in a holistic approach to patient care, she is deeply passionate about the transformative power of TCM in both preventive healthcare and the treatment of chronic conditions.

### Career Highlights

As a leading TCM Practitioner at JC Beauty & T&CM Therapy Centre, she has distinguished herself through a deep-seated commitment to the well-being of her patients. Her clinical approach incorporates acupuncture, herbal medicine, and traditional diagnostics to offer a multidimensional treatment strategy tailored to individual patient needs.

### Community Engagement

Outside the confines of her practice, Goh Jit Chin is actively involved in social causes that align with her professional passion. She frequently participates in TCM charity events, offering free treatments to underserved communities. These charitable efforts not only demonstrate her social commitment but also showcase TCM's potency as an accessible healthcare alternative.

### Professional Affiliations

Federation of Chinese Physicians and Acupuncturist Association of Malaysia (FCPAAM): Registered Member  
Ministry of Health Malaysia: Certified Registered T&CM Practitioner (TCM)  
Malaysia Traditional Chinese Practitioner (MTCPA): Professional Member  
Malaysia Traditional Chinese Medicine Orthopaedic and Traumatology Association: Member

### Educational Qualifications

Professional bachelor's degree in Traditional Chinese Medicine: Achieved comprehensive knowledge of TCM theory and practice.  
Diploma in Traditional Chinese Medicine: Acquired foundational understanding of herbal medicine, acupuncture, and traditional Chinese diagnostics.

### Core Competencies

Expertise in acupuncture and herbal medicine.  
Strong patient-focused approach to treatment planning and execution.  
Proven track record of community service through TCM charitable activities.

Through her longstanding career, Goh Jit Chin has combined technical expertise with a genuine passion for community service to make a profound impact in the field of Traditional Chinese Medicine. Whether through her clinical practice or her charitable outreach, she remains a steadfast advocate for holistic well-being and the broader acceptance of TCM as a legitimate, effective healthcare solution.



**Director Jin Ong's**

## Summary

Film Director Jin Ong was born on June 19, 1975, in Malaysia. An ethnic Chinese artist, he is widely recognized for his versatile roles as a producer, director, screenwriter, and filmmaker. Not only is he the head of More Entertainment Company, but he's also an outstanding Producer (recording) and Artiste Manager in Malaysia, having made significant contributions to the Asian film industry.

Director Jin Ong is not only immensely talented, but he also harbours a deep passion and dream for cinematic arts. His film projects have been frequently recognized by the Golden Horse Film Project Promotions, showcasing his leadership in film production. His talents have also garnered widespread acclaim in the music industry, having twice chaired the AIM Chinese Music Awards, which further underscores his versatility in both art and event planning.

In 2022, Director Jin Ong helmed his first feature-length drama, "Abang Adik" starring renowned actors Wu KangRen and Jack Tan, which received high praises from the industry and audience alike. In addition to this, his distinguished works include "Shuttle Life" "The Paradise" "In My Heart" "Miss Andy" "Girls ,Be Ambition !" and "See You at the Rally" .

Director Jin Ong's exceptional talent has earned him numerous awards. At the 2023, his first debut project "Abang Adik" was honoured by several International Film Festival Awards : Switzerland Fribourg International Film Festival [The Ecumenical Jury Award] [Audience Choice Award], Italy Far East International Film Festival [Best New Director] [Audience Choice Golden Mulberry Award] [Black Dragon Critic Award] , New York Asian Film Festival [Uncaged Award for Best Feature Film Competition], China FIRST International Film Festival [Best Performance Award (Actor)]. Furthermore, the two project produced by him was nominated for [Best New Director], [Best Cinematography] – "Shuttle Life ", and [ Best New Actor ] – "The Paradise" at the Golden Horse Awards in both 2017 and 2019.

Director Wang Jin Ong is a creator with a burning passion and dream for the art of film. His positive attitude, vast experience, and endless creativity highlight his deep affection for cinema and relentless pursuit of originality. He is not just a capable and talented director, but also an artist dedicated to delivering the best works to the audience.





## Lillian Poh Lih Liang

Oxford Award for Excellence in  
Educational Leadership and Entrepreneurship

### Summary

Lillian Poh Lih Liang is an accomplished educational leader with 20 years of diverse experience in both teaching and executive management. As a passionate educator and dynamic CEO, Lillian embodies a unique blend of pedagogical know-how and business acumen. Her commitment to creating child-centric, transformative educational experiences has led to significant growth in multiple learning centers under her leadership. Armed with a vibrant life philosophy to “stay dynamic,” she brings an energetic and innovative approach to her work every day.

### Education and Credentials

Bachelor of Business Administration (Honors) in Finance with Multimedia, Multimedia University (1998-2001)

Professional Diploma in Branding Strategy and Management, Lincoln University College (2022)

Professional Award in Educational Leadership, London Institute of Skill Development, UK (2023)

### Awards and Recognition

Best Brand of the Year 2023 in Educational Leadership & Innovation Pioneer, Malaysia  
2022 Educational PPT Gamification Champion Team, Malaysia

### Employment History

Chief Executive Officer, IMMA Management & Advisory Sdn Bhd (Jan 2021 — Present)

Manages a team of 55 employees across four learning centers in three locations.

Orchestrated ambitious business strategies, short-term goals, and long-term objectives.

Currently oversees the educational development of over 3,000 students aged 7-17.

Chief Executive Officer, IMANDARIN Management (Jan 2018 — Dec 2020)

Founded the first learning center in Pulau Pinang.

Led a team of 30 employees in two centers

and ensured compliance with legal requirements.

Initiated hands-on activities to encourage critical thinking among students.

Educational Trainer, IMANDARIN Learning Centre (Jun 2015 — Dec 2017)

Organized nationwide academic training and seminars for tuition teachers.

Collaborated with local education departments to align teaching plans with local syllabi.

Founder, Thoth Learning Centre, Kuala Lumpur (2007 — 2009)

Built and expanded her own school to two locations within two years.

Grew student numbers from 6 to 360 in two years.

Chief Marketing Officer, Little Professional Education Group (2003 — 2006)

Instrumental in setting up five tuition centers in the Klang Valley, Malaysia.

Led customer relations and staff development programs.

Fund Trader, Local Financial Company (2001 — 2002)

A licensed trader, managed client portfolios with a minimum investment of RM50,000.

### Welfare and Charity

Extensive involvement in educational sponsorships, fundraisers, and volunteer work, notably during the Covid pandemic.



## Aesos Lai

Oxford Award for Excellence in  
Entrepreneurial Innovation and Diversified Leadership

### Summary

A dynamic business magnate with over three decades of diversified experience, Mr. Aesos Lai is a force to be reckoned with in multiple industries—ranging from Music Entertainment and Movie Production to Food, Retail, Wholesale, Fashion, and Tourism. With an unparalleled drive for innovation, he has earned the distinction of being an “IDEA Person” who brings entrepreneurial zeal and creative flair to every venture he undertakes.

### Philosophy and Business Acumen

Mr. Aesos Lai embodies the principle that a “Strong Brand Builds a Successful Business.” His unique ability to “think out of the box, do out of the box, and move to another new box” makes him not just an outstanding entrepreneur but also a lifelong learner. He continually explores new opportunities for both his business and personal growth.

### Career Milestones

Multiple Award-Winning Businessman: Honored with an astounding 30 awards from 2016-2022, his accolades speak to his business prowess.

### Durian King

Leading the No.1 Durian-related Products Company in the world, his firm has been recognized as a Superbrand for three consecutive years.

### Two-time National Record Holder

Mr. Aesos holds the record for the “Most Durian-Related Products in Malaysia” (2018) and the “Most Number of Quotes by an Entrepreneur” (Feb 2021).

### Tourism Awards

An esteemed figure in the tourism sector, he has won the Malaysia Tourism Heroes 2020 and the Malaysia Tourism Excellence Award 2022, among others.

### Additional Achievements

Media Savvy: Won the Best Online Interview at the Hong Bao Media Savvy Awards in 2020.

### Creative Ventures

He is the only person to have created his own Tourist, Food, and Fashion Souvenirs, further displaying his innovation in branding.

### Music and Movie Production

Known as a Music Producer and Malay Movie Producer, he has tapped into the entertainment industry with considerable success.

### Author

Mr. Aesos has authored four books spanning diverse genres from romance and inspiration to business and thriller.

### Music Composer

Composed songs, testifying to his multi-faceted talents.

### Fashion

Newly ventured into fashion apparels in September 2020, showcasing his relentless drive for innovation.

### Certified HRDC Trainer

His expertise is not limited to business; he is also a certified trainer, contributing to human resource development.





## Andrea Chow Ching Yee

Oxford Award for Excellence in  
Sales Leadership & Innovative Training Development

### Summary

Andrea Chow-Ching Yee is a dynamic and visionary leader whose entrepreneurial journey traces its roots back to a young age. Her initial foray into the world of business began at the tender age of 8, where her innate passion for craftsmanship found an outlet in selling handicrafts. This early experience, coupled with the inspirational influence of her mother, a renowned hairstylist from Johor Bahru, laid the foundation for her future endeavours.

As she transitioned into the corporate realm, Andrea's unyielding zest for sales became evident. Possessing an innate ability to connect with people and foster meaningful relationships, she emerged as a driven sales executive, keen on harnessing innovative techniques and methodologies to further her professional goals.

The zenith of her entrepreneurial endeavours materialized with the inception of ACETS Sdn Bhd. As the founder and Chief Executive Officer, Andrea channelled her vast knowledge into creating a sales-centric consultancy, aptly named after her philosophy of improving by 1% every day – "ACE". With a focus on assisting sales professionals and business owners to amplify their productivity, Andrea's strategies have propelled her clientele to witness sales surges ranging from 20% to an astounding 200%.

Andrea's professional journey is a testament to her commitment to excellence and continuous learning. Her tenure at Prudential Assurance Malaysia Berhad showcased her leadership acumen, where she oversaw the training and development of the bancassurance sales force, further solidifying her reputation in the industry.

Equipped with a Master's in International Marketing from Curtin University, alongside a myriad of certifications such as the ITOL Certified Training Professional and HRDF Train The Trainer Certification, Andrea's academic pursuits align seamlessly with her professional goals. Her prowess is further recognized with honours like the MIA Top Rising 70 Personality on LinkedIn Malaysia and the Consumer's Choice Award, further underscoring her prominence in the field.

Andrea's trilingual proficiency and deep understanding of various cultures afford her a unique advantage in a globalized market. Her published work, "Breakthrough With a Coach", provides insights into her holistic approach to professional development.

In conclusion, Andrea Chow-Ching Yee is not just a professional; she is a beacon of innovation and dedication in the sales and training sector. Her trajectory, marked by unwavering commitment and visionary strategies, positions her as a stalwart figure in the realm of sales coaching and consultancy. Her expansive experience, combined with her ceaseless drive for knowledge, makes her an embodiment of professionalism and excellence.



## Andreen Low

Oxford Awards in Skin Health Education

### Overview

Low Lai Inn is a seasoned professional with over 25 years of invaluable experience in the aesthetic skin health sector. She has carved a niche as a transformative figure in the skincare world, consistently delivering innovative solutions to clients' skin, body, and weight challenges. As the current Chief Education Officer at Emmabelle Aesthetic Skin Health Sdn Bhd, Low's commitment to professional growth is evident. Her career's arc showcases not only her capability to manage and lead but also her dedication to training and empowering the next generation of skin health specialists.

### Professional Experience

Starting her career journey as an aesthetician at Ve Beaute Therapists in 1998, Low Lai Inn quickly established herself as a pivotal player in transforming clients' skin and weight problems. Her subsequent role at Bio Energy Spa Sdn Bhd further highlighted her prowess in skincare consultations and transformations. By 2005, her entrepreneurial and leadership talents led her to roles such as Director and Trainer at Blessing Hands Sdn Bhd and later at Reviderm Management Sdn Bhd, where she effectively managed company operations while prioritizing training and education. In her current capacity at Emmabelle, Low's core responsibilities pivot around training, educating, and empowering a robust team of skin health specialists.

### Educational Background

Low Lai Inn's zeal for continuous learning has led her to acquire qualifications from reputed institutions. She completed a business course at Enlliance Management Sdn Bhd in 2019, followed by an Executive MBA from A Plus Boss Sdn Bhd in 2020. Recently, in 2023, she furthered her expertise by pursuing SKM 2, SKM 3, and NCS-TTT courses at White Star International College.

### Achievements & Recognitions

Low's dedication to the field hasn't gone unnoticed. In 2019, she was honored with the "Malaysia Most Outstanding Dermatologist Grandmaster Excellence Award." Her entrepreneurial spirit was recognized in 2022 when she received the "Woman Glamour Award" as a Woman Entrepreneur.

### Skills & Development

A firm believer in global exposure for holistic professional growth, Low travelled yearly to Belgium from 2006 to 2009 for advanced skin care studies. Between 2010 and 2018, her quest for knowledge took her to Germany, where she dived deep into skin care and skin technology studies.

### Professional Affiliations

Low Lai Inn is a proud member of the Charming Graceful Union of Malaysia and the MRCA Malaysia Retail Chain Association.

### Personal Motto

"I wish to empower more skin health specialists through education."

Through her impeccable blend of experience, educational background, and a proven track record of excellence, Low Lai Inn remains a luminary in the aesthetic skin health industry. Her dedication to imparting knowledge ensures a brighter future for aspiring skincare professionals.





**Brian Fang**

## Summary

Brian Fang grew up in the peaceful town of Sandakan, Sabah, and has always been fascinated by the art of catching moments. This strong love for photography took him to the prestigious Malaysian Institute of Art in Kuala Lumpur, where he improved his skills and studied art philosophy in depth.

At the young age of 24, Brian opened his own photography business in Kuala Lumpur. He did this with a lot of skill and hard work. During his sixteen-year job as a photographer, he has not only been a key part of making sure the quality of advertising campaigns for many Malaysian advertising agencies, but he has also gotten a lot of praise for it. He was one of the top five nominees in the photography area at the MIFA Awards for two years in a row, 2003 and 2004. This shows how skilled he is.

Mr. Fang is known for his powerful portraits of people, intricate still life, and mesmerizing location photos. He also has an uncanny ability to deal with problems quickly and offer good solutions. His legendary career in photography has led him to make a lot of powerful images and ads for the local industry. This has raised his status not only in his own country but also in the rest of Asia.

Today, Brian Fang is a leader in business photography, and he keeps making new contributions to Asia's creative industry. This artist and philosopher are still an inspiration to young photographers because he shows how love and success can go hand in hand.



## Prof Dr Ng Po Kok

Oxford Award for Excellence in  
Traditional Chinese Medicine & Holistic Health Leadership

### Summary

Prof. Dr. Ng is a distinguished expert in Traditional Chinese Medicine (TCM) with over three decades of practice and academic experience. Born in 1968 and a proud Malaysian, Dr. Ng has dedicated his life to the holistic health and well-being of his patients, blending his profound expertise in acupuncture and TCM orthopaedics.

An alumnus of renowned institutions such as Hunan TCM University and Guang Xi Traditional Chinese Medical University in China, Dr. Ng has achieved a Ph.D. in TCM and a master's in medicine of Chinese Medicine. Furthermore, he has enriched his academic journey with a graduate diploma in TCM and Acupuncture from the Tama Acupuncture Academy and a Diploma of TCM from the Capital TCM College.

In addition to his clinical pursuits, Dr. Ng has been bestowed with the honour of serving as a Visiting Professor at multiple esteemed Chinese TCM Universities, including Guangxi, Anhui, Hunan, and Jiangxi, spreading his knowledge and contributing to the evolution of TCM globally.

His commitment to the field extends beyond academia and practice. As the President of the Federation of Chinese Physicians and Acupuncturists Associations of Malaysia (FCPAAM), Malaysia Acupuncturists Association (MAA), and Malaysia Spinal Health Association (MSHA), Dr. Ng plays a pivotal role in shaping the future of TCM in the country. His significant contributions have also been recognized by the Ministry of Health Malaysia, where he has served as a council member for the T/CM Council since 2017.

With his clinic, Pusat Rawatan TCM Ng, which has been operational since 1994, Dr. Ng has touched countless lives, providing relief and holistic care to his patients. His expertise in therapeutic massage, tuinalogy, and vocational training further complements his wide-ranging skill set in the field of traditional medicine.



## Prof. Dr Goh Tiam Huat

**Oxford Award for Excellence in  
Traditional Chinese Medicine, Academic Leadership & Community  
Outreach**

### Professional Profile

Prof. Dr. Goh Tiam Huat is a preeminent figure in the field of Traditional Chinese Medicine (TCM) and Acupuncture with over two decades of hands-on clinical experience. Operating out of his own TCM clinic in Pekan Nanas, Johor, he has become a cornerstone in holistic health practices, not only providing curative treatments but also actively promoting preventive healthcare.

### Career Summary

Prof. Dr. Goh Tiam Huat combines a robust academic background with extensive clinical practice. With a Diploma, Master's, and Doctorate in Traditional Chinese Medicine, as well as a Professorship in Health Science, he is a well-rounded expert in his field. He is not just a practitioner but also a thought leader who has contributed to TCM research and academic discourse.

### Community Involvement

A believer in 'healthcare for all,' Dr. Goh takes his professional commitment beyond the clinic walls. He is a regular participant in charity focused TCM treatment activities, using his expertise to serve underprivileged communities, thereby widening the reach of TCM as a viable, cost-effective healthcare alternative.

### Professional Affiliations

Federation of Chinese Physicians and Acupuncturist Association of Malaysia (FCPAAM): Registered and Committee Member  
Ministry of Health Malaysia: Certified Registered T&CM Practitioner (TCM)  
Malaysia Traditional Chinese Practitioner (MTCPA): Professional Member  
Malaysian Traditional Chinese Medicine Orthopaedic and Traumatology Association: Member

### Educational Credentials

Professorship of Health Science: Acknowledging his scholarly contributions to health science research.

Doctorate of Traditional Chinese Medicine: Specialized in advanced TCM theories and practices.

Master's Degree of Traditional Chinese Medicine: Acquired in-depth understanding of TCM and acupuncture.

Diploma in Traditional Chinese Medicine: Laid the foundation of his expertise in TCM.

### Core Competencies

Clinical expertise in acupuncture and herbal medicine.

Academic contributions to the field of TCM and health science.

Robust track record of community service in healthcare.

Prof. Dr. Goh Tiam Huat stands out as a dedicated clinician, a committed community servant, and a scholarly influencer in the realm of Traditional Chinese Medicine. His exceptional contributions extend beyond healthcare delivery to encompass educational initiatives and social outreach, making him a multifaceted asset to the TCM community both in Malaysia and beyond.





## Dr. Lim Khee Guan

**Oxford Award for Excellence in  
Business Leadership & Digital Innovation**

### Summary

Dr. Lim Khee Guan is a seasoned Sales Director and entrepreneur with a proven track record of leadership and innovation in the e-commerce and technology sectors. With extensive academic credentials, including multiple Doctorates in Business Administration and a Master of Business Administration, he combines theoretical insights with practical business acumen to drive organizational success.

As a co-founder of multiple companies, including O2O eCommerce Sdn. Bhd. and eBox Online Sdn. Bhd., Dr. Lim has been instrumental in shaping sales strategies and business models that have led to increased customer retention and profitable revenue streams. His expertise in front-end and back-end development has also proven invaluable in his role as the founder of HostPro Sdn. Bhd., where he managed a variety of systems including Portfolio Analyst, Employee Track, and Account Management systems.

Beyond sales and technology, Dr. Lim exhibits a flair for creating visually appealing sales environments, as evidenced by his work with WebCEO Sdn. Bhd. His eye for aesthetics goes hand in hand with his acute business sense, making him a well-rounded leader capable of steering companies toward success.

An award-winning professional, Dr. Lim has received accolades such as the Mighty Leadership Award, Millennial Business Leader Malaysia, and has been recognized as one of the “Best Intelligent Figures” in 2021. His influence and contributions to education and business have also earned him distinctions like the Consumer’s Choice Awards and the Malaysia Influential Educators award.

Highly motivated and skilled in areas such as computer technology, teamwork, and communication, Dr. Lim exemplifies the qualities of a modern, dynamic leader. His achievements are not only a testament to his capabilities but also serve as an inspiration to aspiring entrepreneurs and business leaders in the ever-evolving digital landscape.

Dr. Lim is an influential figure in both the academic and corporate worlds, with his work having been recognized globally, notably with the 2022 TOP eCommerce Solutions Provider by APAC CIO Outlook Silicon Valley, USA. His unmatched expertise, leadership qualities, and commitment to innovation make him an asset to any organization or initiative he is associated with.



## Dato' Dr. Danny Tan

Oxford Award for Excellence in  
Trade, Digital Transformation & Social Initiatives

### Summary

With a distinguished career spanning multiple sectors including manufacturing, food and beverage, digital & IT, and lab certification, Dato' Dr. Danny Tan stands as a paragon of versatile business leadership and social responsibility. A Managing Director with an extensive portfolio, he has spearheaded initiatives that have significantly contributed to economic and social welfare, earning him several prestigious awards and recognition.

### Vision and Philosophy

Dato' Dr. Danny Tan's personal vision is to cultivate a meaningful life not only for himself but also for others. He firmly believes in demonstrating kindness, care, and concern for family, friends, and even strangers. His focus is not just on achieving success but also on being a person of value and gaining respect through accomplishments and abilities.

### Professional Expertise

**Manufacturing:** As the Managing Director of Dansonpack Sdn. Bhd., he has significantly contributed to raising the industry standards.

**Food & Beverage:** Leading as the Managing Director in Food Social Sdn. Bhd. and Panda Food South East Asia Sdn. Bhd., he has turned his vision into high-growth enterprises.

**Digital & IT:** At the helm of several IT firms like Dansonleap Solutions, and HYT Cross Border in various countries, he has been instrumental in driving digital transformation and cross-border e-commerce solutions.

**Lab Certification:** Dato' Dr. Danny Tan has also been the Managing Director of CAIQ Test Malaysia, contributing to scientific research and quality assurance.

### Educational Background

Doctorate in International Trade from the Global University for Lifelong Learning, California, USA.

### Awards and Honors

Sin Chew Business Excellence Awards 2017  
Asia Success Award of "Super Service Quality" in 2013

Expert of Science and Innovation by the Chinese Academy of Inspection and Quarantine Test in 2021

SME "Product Excellence Awards" in 2022

### Association Memberships

Deputy President of the Malaysia Cross Border Ecommerce Association

Committee Member at the Malaysia China Business Council

Treasurer of the Alliance for Safe Community

### Charitable Contributions

Active in various charity and donation drives, including COVID-19 Pandemic relief, flood aid, and contributions to hospitals and welfare organizations.

Dato' Dr. Danny Tan's career is not merely a list of titles or accolades; it is a testament to his commitment towards creating a significant impact on both business and society. His leadership roles in multiple sectors demonstrate a career shaped by versatility, commitment, and a genuine desire to contribute meaningfully to the world around him.



## Lam Yen Ni

### Oxford Award for Excellence in Beauty Industry & Entrepreneurship

#### Summary

I am the Managing Director of Beauty Inn Centre. I am a cheerful person who is full of energy every day. No matter what the environment, I can adapt quickly. I love exploring new things, and that's why I love learning. I hope my life will keep improving.

To educate more young people to grow, I will keep on learning. Everything in life is possible when I am willing to study hard and never give up.

#### Company Name: Beauty Inn Centre FOUNDER

In 1999, Yenni founded Beauty Inn, a beauty salon providing various services, including skincare consulting and facial treatments, to customers.

#### Education

Apart from managing Beauty Inn full-heartedly in the future, Yenni also wishes to fulfil her pledge as below:

Allowing every woman to regain beauty and confidence

grooming more beauty experts for the beauty industry and hope to lead Beauty Inn to become an organisation with influence, well loved by customers, and well-known in the beauty industry.

2008: Academy of Beauty and Health Science

#### Skills

Teamwork, Leadership, Problem-solving, responsibility, and creativity

#### Achievements

2022 – Participated in Examination and Assignment by IAQ (International Association for the Advancement of Quality), Chief Brand Officer Certification Programme, Professional Academy of Lincoln University Malaysia and Professional Diploma in Brand Strategy and Management (DBSM)

2019 – Participated in the CEO Camp, the Talent Management Workshop, the Leadership Workshop, the Selling Skill Workshop, and the DISC Workshop held in YYC Training Centre

2017 – Completed the contour makeup artist courses organised by the LA Image Beauty Institute.

completed training courses organised by The Global Professional Artist Federation with honours.

2008 – Successfully completed training on Derma Structure and function conducted by the division of Continuing Professional Development (CPD) in the scope of Beauty Science.

completed the embroidery course and has attained the proficiency level set forth by the academy.

#### Honours and Awards

2022 – 6th Beauty Award 2022-2023, jointly established by Malaysian Chinese media “Sister Magazine” and FABIA (Federation of Asian Beauty Alliances)

Certified Award:: Consumers’ Choice Award by Majlis Tindakan Pengguna Negara (Malaysia)

2017 – Certificates Semi-permanent make up the first class with honours by the Global Professional Artist Federation.

2008 – The Certificate in Face Arts Embroidery by Buckingham College of Arts and Science, London, United Kingdom





## Sandy Lee Beng Hun

Oxford Award for Excellence in  
Beauty Industry & Entrepreneurship

### Summary

Founder & CEO, Sincere Skin Solutions & Sincere International Beauty Academy Sandy Lee Beng Hun, a fervent entrepreneur, has marked an indelible footprint in Malaysia's beauty domain. With over a decade's expertise in steering and amplifying growth, she stands as a beacon of resilience, innovation, and leadership.

Incepting Sincere Skin Solutions amidst the global pandemic, Sandy's profound belief in sincerity fueled her journey from launching a singular branch to magnifying its presence to three outlets within a mere nine-month trajectory. Her mettle as a leader is further evinced by the phenomenal growth of her team, expanding from an initial five to a robust twenty, all the while nurturing a loyal clientele that boasts an impressive 6,000 count.

### Career Milestones

2020-Present: As the driving force behind Sincere Skin Solutions, Sandy helms an array of pivotal roles:

Architecting strategic and business paradigms

Steadfast leadership across financial, operational, and developmental sectors

Guardian of the brand's image and culture

Mastermind behind marketing and branding endeavors

The touchstone for stakeholder relations

A maestro in unearthing and capitalizing on lucrative business markets.

2020: Successfully concluded the Top Management Training from OE Academy Malaysia.

2022: Recognized as a Certified Vocational Trainer and PSBM Trainer by the Malaysian Ministry of Human Resources.

2021: Awarded the Professional Enhance Certificate in Health and Nutrition by the Malaysia Skill Development Education Association.

2015: Acclaimed as a Certified Beauty and Aesthetic Practitioner by the Department of Skills Development, Malaysian Ministry of Human Resources.

### Honors & Accolades

2022: Graced the Malaysia Book of Records with the CSR Skin Analysis Award, a testament to the sincerity and commitment of Sincere Skin Solutions.

2021: Celebrated with the Malaysia Consumer Choice Award and the Sin Chew Business Excellent Awards for the stellar performance of Sincere Skin Solutions.

2019: Adorned with the Top 10 Asia Award, a validation of her prowess and influence in the beauty sector.

Sandy Lee Beng Hun, with her unwavering spirit and unparalleled vision, stands as a paragon in the beauty industry. Her journey, accentuated by challenges and milestones, illuminates her dedication and passion, making her a leading figure in her specialized field.



## Ong Ai Teng

**Esteemed Educator, Psychologist, and Mental Health Advocate  
Oxford Award for Excellence in Psychology Research**

### Summary

Ms. Ong Ai Teng is a multifaceted professional with a rich background in education, psychology, and mental health. Founder of Geranium Coaching since 2013, she offers a range of services from parent coaching to life coaching and academic training. A graduate in Psychology from Wawasan Open University, Malaysia, she is currently advancing her studies in Mental Health Psychology in Paris. Throughout her career, Ms. Ong has actively championed personal growth and mental resilience. An appointed Protection Officer by MAPO, she's been at the forefront of combating human trafficking in Malaysia. A prolific writer, Ms. Ong contributes regularly as a columnist, emphasizing parental and educational topics. Her memberships include esteemed associations such as MMHA and MyMFT. Fluent in multiple languages, including Mandarin, English, and Bahasa Malaysia, she is a beacon of empowerment, education, and mental well-being in her community. With a diverse background in education, psychology, and mental health, Ms. Ong Ai Teng has cultivated a distinguished career that showcases her passion for personal growth, cognitive development, and mental well-being. Her journey in the academic and psychological landscape is defined by consistent dedication to knowledge, versatile experience, and a commitment to fostering mental resilience and awareness.

### Education

Bachelor of Arts (Honors) in Psychology from Wawasan Open University, Malaysia.

Advanced Diploma in Counselling Psychology from Linguistic Council Malaysia.

Currently pursuing a Master of Science in Mental Health Psychology at the European International University, Paris.

### Professional Experience

Founder, Geranium Coaching (2013-Present): As the driving force behind Geranium Coaching, Ms. Ong has been at the forefront of offering parent coaching, life coaching, and academic training. A proficient seminar speaker and workshop trainer, she has orchestrated numerous programs focusing on empowerment, positive learning attitudes, and cognitive development.

Educator (2008-2013): Having served as the principal and tutor of Anak-Anak Home Based Learning Centre, Ms. Ong dedicated herself to innovative teaching techniques tailored to

students who needed alternative educational methods. Her expertise extends from personal tutoring to leading large tuition centers, emphasizing the importance of soft skill enhancement and self-esteem.

### Memberships & Associations

Malaysia Mental Health Association (MMHA)  
Malaysian Marriage and Family Therapy Association (MyMFT)

Stop Human Trafficking NGO (SHUT), Malaysia

Lecturer at JiaXuan Picturebook Training & Marketing, Malaysia (2023-2024)



Heng Huey Nah

## Summary

A seasoned Agency Manager with 24 years of extensive experience in the insurance industry, I have been serving at Prudential Assurance Malaysia Berhad – Impact Life Solutions with dedication and professional excellence. I am committed to protecting and bettering lives through the power of insurance, aiming to bridge gaps in understanding, access, and benefits within the industry.

With a background in Social Science and Management from the University of Science, Malaysia, I have harnessed my skills and knowledge to foster strategic development, risk management, and change adaptation in the dynamic insurance industry.

## Work Experience

Agency Manager, Prudential Assurance Malaysia Berhad – Impact Life Solutions  
1999 – Present

In my 24 years with Prudential Assurance, I have mastered the balance between managing risks and optimizing growth. I have been instrumental in:

1. Leading a high-performing team of agents and ensuring their continuous professional development.
2. Implementing robust strategies for agent recruitment and retention that have proven successful over the years.
3. Adapting and implementing change management strategies to ensure the organization stays relevant and competitive.
4. Developing and executing risk management plans to maintain business continuity and safeguard against unforeseen circumstances.

## Education

University Science Malaysia  
Bachelor's degree in social science and management, 1999

## Personal Statement

My journey in the insurance industry has been fulfilling and enlightening. The evolution of the industry, driven by changes in technology,

regulations, and customer expectations, has taught me the value of adaptability and foresight. I am passionate about making a real difference in people's lives, and insurance gives me that opportunity.

My life goals are centered around creating a more inclusive and accessible insurance landscape. I strive to leverage my knowledge and experience to drive better understanding and uptake of insurance products, ensuring more people can benefit from the security they provide.

In my role as an Agency Manager, 'Change Management' has been a vital component of my work. The industry's dynamism necessitates a proactive approach to anticipating and adapting to shifts, whether regulatory, technological, or market driven.

Similarly, 'Risk Management' is intrinsic to the insurance business. As an Agency Manager, I navigate potential risks and uncertainties, developing strategic responses to protect both our company and our clients.

In terms of 'Strategic HR recruitment', I believe the right team is the foundation of success. Hiring individuals who not only possess the right skills but also align with the company's culture and vision is crucial. This strategy has significantly contributed to the quality and consistency of our service, and ultimately, our reputation in the industry. I look forward to continuing my work, honing my expertise, and making a difference in the insurance industry and our clients' lives.





**Michelle Loh Mei Ling**

**Oxford Award for Excellence in  
Multidisciplinary Entrepreneurship**

## Summary

Michelle Loh stands out as an embodiment of diverse expertise and professional excellence. With a rich educational background that spans from Business & Administration and Human Behaviour Analysis at THU, China, to specialized courses in Image & Branding Management, Fashion Marketing, and Colour Analysis Management in Milan, Italy, she offers a multi-faceted approach to every professional endeavour.

Michelle further fortified her qualifications with training in Life Coaching and Leadership Management from Brentwood, UK, underscoring her commitment to holistic personal and professional development. Her recognition as a Fellow of Lincoln University College attests to her academic prowess and dedication to continuous learning.

In her professional journey, Michelle has displayed an impressive aptitude for entrepreneurship and leadership. She's the brain behind Papillon Image Consultancy, a platform that offers professional consultations in Image & Branding, and has been influential in the founding of Yi Tang Academy Sdn Bhd – an institution dedicated to personal development and corporate professionalism. As the CEO of Nackita Healthcare Sdn Bhd, she's at the forefront of geriatric healthcare, pioneering in cell therapy technology and DNA profiling.

Her 15 years of experience in manufacturing, spanning from 1996 to 2012 with Golden-Pro Industries, highlights her versatility, as she adeptly managed import & export processes for bicycles and high-tech motorized vehicles. This was followed by a decade-long journey with Myer Couture Sdn Bhd, during which she not only founded the leading fashion boutique in Malaysia but also steered it to become a significant name in retail, both in Malaysia and China.

Michelle is not just a leader but a teacher, mentor, and consultant. Her extensive list of professional skills ranges from Image & Branding to Virtual Merchandising, Wardrobe Consultation, Emotion Intelligence, and Business Consultation. As a trainer, she empowers others in diverse areas like Image Management, Personal Branding, Wardrobe Management, Influential Communication, and more.

Her roles as Deputy President of both Malaysia Aesthetic Health Entrepreneur Association (Mahas) and Malaysia Geriatric & Healthcare Association (MGHA), as well as her advisory roles in international entities, underscore her influence and recognition in the global professional community.

In essence, Michelle Loh is a harmonious blend of academic rigor, entrepreneurial spirit, leadership acumen, and a passion for empowering others. Her multifaceted expertise, vast experience, and impactful roles in diverse sectors solidify her reputation as a beacon of professionalism and excellence in the contemporary corporate world.



**Dr. Suriyakant B.**

## Summary

Dr. S.B Thorat is working as a Director at Shri Sharda Bhavan Education Society's, Institute of Technology and Management Nanded, MS since 2001 & prior to this worked as Associate Prof. at B. N. College of Engg., Pusad for 13 years (1988 to 2001) and for 02 years as Lecturer at S.S.G.M., College of Engg., Shegaon (1986 to 1988)

37 years of Approved experience in Higher Education Ph.D. (Business Administration), MBA (HR & Marketing), Ph.D. (Computer Sc. & Engg.), M.E. (Computer Sc. & Engg.), M.Sc. (Physics with specialization in Electronics), AMIE, LM-ISTE.

Member of ISTE and Indian congress, Fellow of IETE. Published 104 Research Papers and 3 books. He has presented research papers at various research conferences in the USA, Canada, Singapore, Malaysia, Makau, Hong Kong , UK, South Korea, Japan, Dubai, Italy, Australia New Zealand etc as the Key Note speaker & Session Chair. He worked as Dean of Computer studies faculty, Chairmen Ad-hoc board of MCA/BCA, Senate, Academic Council and Standing committee member of SRTM University, Nanded and also worked as Resource person for FDPs at various Universities and working as Vice President of Management Association of MCA Institutes of Maharashtra and reviewer of several journals and conferences.

Recently he has been nominated as Member of Research & Recognition Committee in the subject Hospitality Studies & Computer Application under the Faculty of Inter Disciplinary Studies of Swami Ramanand Teerth Marathwada University, Nanded. Awarded as best Researcher of the year-2016 By WEB FOUNDATION, Hong Kong. He also has Ph.D. guideship of S.R.T.M. University, Nanded, MS, India and R.T.M.N. University, Nagpur, MS, India in the area of Computer Science and Management. So far 11 students completed their Ph.D. under his supervision and 4 students are currently pursuing Ph.D. as well as 2 students have recently completed M.Phil.



**Dr. Surendra Kumar**

## Summary

Dr. Surendra Kumar Sharma is a seasoned educationist and researcher for over 40 years who has been selected for the 'Life-Time Achievement Award in Education & Research'- one of the key categories of Oxford Awards 2023 (organised by London Study Group, U.K.). He graduated in Physics (honours) from Banaras Hindu University, and later completed Masters in Economics in 1979. Later he was offered a Ph.D. in Econometrics Programme by the LSE; but because of financial constraints, he could not avail of the opportunity.

Naturally, he joined PhD in Economics at BHU and submitted his thesis on "Population Trends in India with reference to some of their Implications" under the supervision of Prof. D. K. Mishra. His PhD thesis was awarded in 1984. One of the external examiners who commended the award was Dr Ishrat Z. Husain, Division Chief, Health, Education, and Nutrition of World Bank. Since then, Dr. Sharma has been involved in teaching and research in various colleges. He has both academic and administrative experience in conducting national-level seminars on challenging issues that India faces in particular and the world in general.

Some of the national seminars he convened were "Impact of Economic Policy Reforms on North Eastern States of India" at the Indian Institute of Advanced Study, Shimla, from 27-31 March, 2000, and "Changing Scenario of Higher Education: Conventional versus Professional Courses" during 20-21 May 2012 at Government Girls' PG College, Ghazipur of Uttar Pradesh. As the Principal, he always felt that his first responsibility was to provide an enabling environment not only to our students but also to our teachers and supporting staff to give them the maximum benefits of higher education.

He also served as Regional Director of Indira Gandhi National Open University in Patna for two years. He was the founder Regional Director (in charge) who established the Regional Centre at Patna in 1991. He coordinated the academic and administrative functions with all IGNOU study Centres and IGNOU headquarters in New Delhi. He organized many orientation programmes for the academic counsellors of various programmes of IGNOU at Patna. He was highly successful as he proved the relevance of "distance education" by writing different articles in the 'Times of India' and leading 'Hindi Dailies'.

As Additional Secretary of UP State Higher Education Council, Lucknow, during 2004-05, his responsibility was quality gradation in higher education. He convened many orientation programmes for the Principals of Colleges for assessment and accreditation of their colleges by NAAC, Bangalore. He was also convener of 'the board of studies' and also on the 'research degree committee' of Veer Bahadur Singh Purvanchal University, Jaunpur of India.

Four female students were awarded PhD in Economics on "Population Growth and Economic Development" from 2007 to 2014 under his supervision while he served as Principal of Government Girls' PG College, Ghazipur. After retiring in 2016, he did not lower his craving for knowledge. With more vigour, he started his participation in ARICON. He contributed a research paper on "Economic Consequences and Overall Implications of BJP Rule in India during 2014-19" in ARICON on Business and Economics at Cambridge during 18-19 November 2019. This was later published in JIBM in 2020. 'India's development vis-à-vis developed countries of the world' is at the core of his heart. He has an unassuming personality. He is a humanist and helps his students in their studies and research activities.





## Dr. Amna Umer Cheema

Oxford Award for Excellence in  
Social Entrepreneurship and Digital Humanities

### Summary

Dr Amna Umer Cheema is a PhD in Modern American poetry from the University of Leeds, UK. She is an Elizabeth Bishop scholar. Her cross-disciplinary research in Elizabeth Bishop's studies led her to her rather recent fascination for Digital Humanities (DH). In 2019, for the first time in any Pakistani University, she introduced the subject of Digital Humanities at the Institute of English Studies, University of the Punjab. Before this time, the subject was never included in any curriculum at a Pakistani university, both state and private.

Since 2019, she has been teaching the course titled "Introduction to Digital Humanities" to MPhil students and supervising humble research in this field due to the shortage of hi-tech facilities in a state university. During these years, she has received mixed responses from her students and colleagues. The general distaste came from those who feared losing the traditional landscape of humanities or saw it as a way of surveilling the colored people in the Global South.

Through teaching this course, she has tried to address these problems. By introducing interesting debates about DH, she tried to change the lens of her students, and members of her fraternity. She reached out to the champions of individualism who were unable to visualize the concept of sharing knowledge and collaborating on research.

By exposing university students to international projects in humanities and English literature, she inspired them to develop their own research projects that are meaningful for her society and the global community. She made them think beyond their bounds to have a cross-disciplinary approach so that they could reach out to the people working in STEM subjects and contribute to public humanities. Largely, her DH class encouraged students to be humane all the time and indulge in constructive discourse among peers by practicing honesty and building trust.

Through DH, she introduced convergent practices that lead to multidisciplinary research within areas of digital poetics, material sciences, discovery sciences, and social sciences. Due to DH, her literature students have started engaging with laws of thermodynamics, manifestations of entropy, literary video games, etcetera. Identifying DH as a transdisciplinary area of computationally engaged teaching and research, she stimulated her Institute's first Digital Humanities thesis project in modern American poetry.

Currently, she has supervised research on Europa Universalis IV games as a method of reinterpreting history. In 2022, she initiated the Institute of English Studies' personalized website ([www.instituteofenglishstudies.asia](http://www.instituteofenglishstudies.asia)). With this, she launched the Institute of English Studies' official podcast on digital storytelling – 'A Room with a View' (2022), and 'The Stories We Are: Excursions to Punjab, Khyber Pakhtunkhwa, Baluchistan and Sindh' (2023). Her vision is to keep encouraging students of humanities to look beyond traditional options and develop skills that can expand their career opportunities in a competitive job market.



**Mr. Supriya Kumar**

## Summary

Supriyo Kumar Chakraborty, the Founder & CEO of SA Associates, is a distinguished figure in Education, Career, and Image Consultancy. With over 25 years of experience, his knowledge and expertise in global procedures have contributed to individual and corporate excellence. He has earned a 'Quality in Business' certificate from the International Trade Council and previously served as the Chief Education Officer at the Russian Embassy for 12 years. He's a member of prestigious global associations, a prolific author, and a well-traveled individual. His diverse skills and accomplishments make him a respected figure in education, consultancy, literature, and travel.

The vision of SA Associates is to expand and empower people's options, especially students who aspire to study abroad and achieve prosperity. Our mission includes handling foreign candidates' admission to educational establishments, promoting international cooperation, implementing new educational projects, and upgrading educational standards.

SA Associates offers a wide range of services, including immigration assistance for Canada, Australia, and New Zealand, work and study permits for various countries, visitor visas, interview tips, airport pickup, accommodation arrangements, and comprehensive A-2-Z service. We assist with admission to colleges and universities abroad, provide guidance on scholarships and course selection, help with obtaining student visas, and offer expert assistance for immigrant visas. We also facilitate collaborations between students and universities, as well as offer language support in various languages. We prioritize personalized support, a 24/7 hotline, and ensure clients' needs are met from start to finish.

SA Associates addresses the aspiration gap among Bangladeshi students who desire to study abroad due to limitations in the domestic education system. We bridge this gap by offering comprehensive guidance, connecting students with suitable institutions, and assisting them through the entire process of studying abroad.



**Ms. Nurzarimah Jamil**

## Summary

Nurzarimah Jamil is an accomplished professional with a wealth of experience in the education field. Currently, she is a lecturer and a Head of the Student Affairs Unit at Polytechnic METrO Johor Bahru, Malaysia. She started her teaching career as a teacher, then a tutor and now she is a senior lecturer. With a career spanning over 20 years, she has consistently demonstrated expertise, dedication, and leadership.

With her educational background in Teaching English As a Second Language (TESL), both for her degree and master's, her contributions and her commitment to fostering a positive learning environment have earned recognition and admiration from both students and peers. Nurzarimah Jamil has received multiple prestigious awards throughout her career, twice she received the Excellent Service Award awarded by the Ministry of Higher Education, Malaysia.

While primarily a lecturer, Nurzarimah Jamil has actively engaged in research activities locally and internationally. Her research publications in respected academic journals, have added depth and credibility to her teaching, inspiring students to pursue research themselves. With her outstanding research, she has been invited as a speaker at various international conferences. Her presentations have been well received for her to be invited to the Parliament of the World's Religions at Toronto, Canada in 2018 to share her other interests in human unity and world peace.

Her passion in innovation began with a deep understanding of the challenges facing the students and industries. She assembled a diverse team of experts, each bringing their unique perspective and skill set to the table. The impact of her innovations of "iAktif", "EasyKitt", "Puppet Chess" and "Easy Quote Maker" was immediate and far-reaching. Notably, gold medals for these innovations were bestowed upon her innovation, reaffirming its significant and relevance in education and industry.

Her journey in education and career has been marked by a series of achievements that reflect her dedication to excellence, passion for continuous learning, and a drive to make a meaningful impact. Whether in the realm of academia or student affairs, she has consistently pushed the boundaries of what she can achieve, setting and surpassing ambitious goals along the way. These accomplishments have not only enriched her personal and professional life but also contributed to her growth as an individual who value knowledge, perseverance, and the pursue of excellence.





**Dr. Hasnain Javed**

## **Summary**

Dr. Hasnain Javed is an academician, entrepreneur, economist, Analyst, and the youngest Pro-Vice-Chancellor for the University of South Asia, Pakistan. He has been associated as Special Advisor for the Ministry of Industries and Production.

He has successfully executed various critical strategic and research-oriented projects amplifying the socio-economic impact of incubators in Pakistan and is a key member of the entrepreneurial landscape.

Dr Hasnain has authored 5 books and several columns on economic reforms, international relations, and promotion of the SME industry.



## Alice Lee Hui Chin

Oxford Award of Excellence in  
Wedding Planning and Educative Leadership

### Summary

Alice Lee Hui Chin stands as an exemplar figure in the realms of wedding planning and education. With a career spanning over two decades, her multifaceted journey encompasses an extensive spectrum of roles – from the CEO of a renowned bridal house to a television personality recognized for her expertise.

Alice commenced her professional trajectory as the Lead Wedding Planner at RB Marriage Services Sdn Bhd. Over 14 years, she orchestrated over a staggering 1,000 weddings, each manifesting its unique magic, ranging from intimate affairs to grand spectacles. Her ability to turn visions into reality, combined with her knack for budgeting and logistics, saw her featured in renowned Malaysian dailies, including the Malaysia Oriental Daily and Sin Chew Daily.

She further broadened her horizons by taking the helm of Redbliss Bridal House as the CEO. Under her astute leadership, the enterprise flourished, catering to over 3,500 couples, ensuring their most significant day went off without a hitch. Her business acumen was recognized on a national scale when she was featured as a success story by the Malaysian TV station, ASTRO.

But Alice's passion extends beyond just orchestrating weddings. Recognizing a gap in the industry for well-trained professionals, she founded the Alight Academy. Here, she donned the role of a Wedding Planner Educator, shaping the careers of future wedding planners. Alice's commitment to education is evident in her impressive curriculum development, comprehensive course launch, and her initiative to provide students with real-world networking opportunities. It is a testament to her dedication that several of her students have not only thrived in the industry but have also established themselves among the top 10 wedding planners in Malaysia.

Alice's extensive media appearances on platforms such as ASTRO TV, TV3, and 8TV, underscore her position as a leading voice in the industry. She effectively bridges the gap between the profession and the public, offering valuable insights on wedding trends and etiquettes.

Her qualifications, including a bachelor's degree from the University of Tasmania and a Diploma in Marketing from The Chartered Institute of Marketing, UK, form the bedrock of her solid professional foundation. Coupled with her array of awards, such as the Malaysia Most Influential Educators for Excellence in Wedding Planning Education, Alice's stature in the industry is undeniable.

Envisioning a future that is both expansive and inclusive, Alice aspires to enhance her educational curriculum, publish a definitive guide on wedding planning, and engage more profoundly with the community. Her forward-thinking approach and commitment to sharing knowledge cement her as a leading figure in wedding planning and education.

In sum, Alice Lee Hui Chin is not just a professional; she's a trailblazer, an educator, and a stalwart of the wedding industry. Her indelible impact and enduring passion make her an unparalleled candidate for the Wedding and Marriage Educator Award.



## Dr Tan Wei Xin

### Professional Profile of Dr Tan Wei Xin

Oxford Award for Excellence – Pioneer & Innovator in Property Landscape

### Summary

Dr Tan Wei Xin stands as a paragon of innovation and leadership in Malaysia's burgeoning real estate sector. With a career anchored in strategic direction, real estate development, and investment management, Dr Tan brings a fresh, avant-garde perspective to an age-old industry. Leveraging his impressive educational background and diverse professional experience, he has risen as a notable figure, making substantial strides in the Penang property scene.

### Professional Milestones

**ZNEN Group:** As the Director of ZNEN Group Holding Sdn Bhd, Dr Tan has manifested significant progress, navigating the firm seamlessly through the turbulent times of the COVID-19 pandemic. His leadership witnessed the triumphant achievement of a 100% sales rate for the laudable Metropol development project.

**Real Estate Development:** With a clear vision and keen foresight, Dr Tan successfully helmed key projects including Grains Residences and Metropol serviced apartments. Notably, Grains Residences, touted as Bukit Mertajam's tallest building, has already observed full bookings for its shop units, marking another milestone in Dr Tan's illustrious career.

**Strategic Collaborations:** Always a step ahead, Dr Tan's recent ventures involve alliances with Madearns Sdn Bhd and eBox Group. These partnerships signify a marriage of real estate with technology, aiming to revolutionize property dealings via a blockchain-based platform.

### Educational Foundations

Dr Tan's global educational pursuits have been instrumental in shaping his unique approach. With a Bachelor's Degree in Business from Swinburne University of Technology and a Master's Degree in Applied Finance from Monash University, Australia, Dr Tan

combines the best of business acumen and financial prowess. His doctoral journey culminated with a Doctor of Business Administration from the esteemed European International University in Paris, affirming his academic and professional superiority.

### Philosophy & Vision

Dr Tan's success is not solely predicated on his professional and academic milestones; his personal experiences play a vital role too. His tenure in Melbourne recognized as the world's most liveable city, has imbued him with invaluable insights. This exposure has fuelled his vision of merging construction with lifestyle, envisioning buildings as more than just brick and mortar but as artistic, liveable spaces. With a personal mission to render Penang the next global hub of comfortable living, Dr Tan emphasizes the importance of adaptability, stressing that the traditional norms of real estate need to evolve in accordance with the 'New Normal' era.

### Personal Touch

Beyond the professional realm, Dr Tan's life is enriched by the presence of his wife, Yan Chen, whom he met during his academic journey in Melbourne. Now blessed with three children, they jointly envision creating contemporary, artistic living spaces in Penang that resonate with warmth, comfort, and modernity.

# Announcement

We proudly announce the commencement of

## **Oxford Leadership Awards**

to be held at **St. Anne's College** on

**Friday, 8th December 2023**

**For further information contact:**  
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