

HIGH-IMPACT BUSINESS ACCELERATION MODEL

MASTER STRATEGY, MITIGATE RISK & SCALE WITH PRECISION IN JUST

FIVE
TRANSFORMATIVE
DAYS

EMPOWERED BY



UOW
MALAYSIA

PART OF THE UNIVERSITY
OF WOLLONGONG AUSTRALIA
GLOBAL NETWORK



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THE GURUS

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THE IMAGE CREATOR
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UNLOCKING NEW PERSPECTIVES

01

The Executive, Intrapreneurs & Entrepreneurs Elite Immersion provides a condensed MBA-level experience, fostering leadership and strategic thinking through interactive classes and real-world exercises. Participants engage in collaborative workshops, case studies, and networking sessions with seasoned professionals. This immersive program is set in Malaysia, offering a blend of academic rigor and cultural exposure. Participants will refine their business acumen and expand their global perspective under the guidance of expert faculty.

10 POWERFUL KEY LEARNINGS MODULES:

Strategic Management:

- 1) Strategic Agility in Disruption
- 2) Power Dynamics & Influence Negotiation
- 3) Talent Management & High-Performance Culture

Branding & Marketing Management:

- 4) Strategic Business Growth
- 5) Advanced Market Strategy
- 6) Brand Strategy Excellence

Economics & Finance Management:

- 7) Macroeconomic Agility & Risk Forecasting
- 8) Strategic Financial Acumen & Capital Management
- 9) Private Capital Dynamics & Equity Partnership
- 10) Merger, Acquisitions, pre-IPO preparation & Synergy Realisation

CERTIFICATION DETAILS:

Certification Body:

University of Wollongong (UOW) Malaysia

Certificate Obtained:

Certificate of Completion

High-Impact Business Acceleration Model

Duration:

Lecture / Classes: 24 - hour

Industry Roundtable: 8 - hour

Practical (Industry Visit): 4 - hour

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ENROL ONCE & ENJOY
UNLIMITED*
ACCESS TO ALL
H I B A M
PROGRAMMES
ACROSS ASIA

”

THE MASTERY BLUEPRINT

THE DETAILED KEY LEARNING MODULES:

STRATEGIC MANAGEMENT

Strategic Agility in Disruption:

Learn to lead through uncertainty by embracing change with clarity, resilience, and purpose.

Self-Awareness & Growth Mindset Leadership:

Discover how self-awareness and a growth mindset enhance leadership impact. Gain tools to identify strengths, manage biases, and build credibility through authentic and adaptive leadership.

Building High-Performing Teams:

Explore proven strategies to build cohesive, empowered teams rooted in trust and accountability. Learn how to create psychological safety and drive collective success using practical frameworks.

BRANDING & MARKETING MANAGEMENT

Strategic Business Growth: Develop actionable strategies to accelerate business growth, increase profitability, penetrate new markets, and accurately identify market potential.

Advanced Market Strategy: Master marketing strategy creation, including market segmentation, pricing optimization, new product development, launch strategies, and competitive threat management.

Brand Strategy Excellence: Refine brand positioning and storytelling, conduct thorough brand health audits, optimize brand portfolios, and plan targeted brand communications.

ECONOMICS & FINANCE MANAGEMENT

Macroeconomic Agility & Risk Forecasting:

Understand Asia's unique risk landscape and why traditional models fall short. Learn modern insurance solutions and build a practical risk mitigation plan tailored for today's volatile environment.

Strategic Financial Acumen & Capital Management:

Explore diverse fundraising options and uncover what investors value most. Grasp core valuation principles to position your business effectively for strategic financing.

Private Capital Dynamics & Equity Partnerships:

Demystify private equity—from types of capital and deal processes to key terms. Learn how to attract and assess PE partners aligned with your business goals.

Mergers, Acquisitions, pre-IPO preparation & Synergy Realization:

Master growth strategies through M&A. Understand the full deal cycle and how to unlock value via integration, enabling accelerated and sustainable business scaling.

02

THE MASTERY BLUEPRINT

INDUSTRY LEADERS ROUNDTABLES DISCUSSION

(SPEAKERS FROM ASIA)

02

ROUNDTABLE TOPIC 1:

NAVIGATING GEOPOLITICAL RISKS AND TRADE UNCERTAINTIES: ENSURING BUSINESS RESILIENCE IN ASIA

Discussion Focus:

Strategies for Asian businesses to adapt to ongoing geopolitical tensions, trade policy shifts, and regional supply chain disruptions, while maintaining competitiveness and growth.

ROUNDTABLE TOPIC 2:

HARNESSING DIGITAL TRANSFORMATION AND AI: PREPARING ASIAN ENTERPRISES FOR THE NEXT WAVE OF INNOVATION

Discussion Focus:

Explore how businesses in Asia can strategically integrate AI and emerging technologies to enhance profitability, scale sustainably, and become highly attractive investment opportunities for Angel Investors and Venture Capital firms.

THE 5-DAY EMERSION

03

DAY 1: 18 AUG 2025

STRATEGIC MANAGEMENT

Pullman Hotel KL

Morning:

Managing Disruption

Tea-break:

Nurturing Growth Mindsets

LUNCH

Afternoon:

The Authentic, Agile, & Adaptive Leader

Tea-Break:

Building High Performance Teams

EVENING: *

PRIVATE DINNER WITH INVITED VIP*

DAY 2: 19 AUG 2025

BRANDING & MARKETING MANAGEMENT

Pullman Hotel KL

Morning:

Strategic Business Growth

Tea-break:

Advance Market Strategy

LUNCH

Afternoon:

Brand Strategy Excellence

Tea-Break:

Roadmap to Brand Strategy Excellence

EVENING: *

PRIVATE DINNER WITH INVITED VIP*

DAY 3: 20 AUG 2025

ECONOMICS & FINANCE MANAGEMENT

Pullman Hotel KL

Morning:

Macroeconomic Agility & Risk Forecasting

Tea-break:

Strategic Financial Acumen & Capital Management

LUNCH

Afternoon:

Private Capital Dynamics & Equity Partnership

Tea-Break:

M&A, pre-IPO preparation & Synergy Realisation

EVENING: *

Networking Dinner with Industries Leaders & Business Owners

DAY 4: 21 AUG 2025

INDUSTRY VISIT

Morning:

Company to be visited:
TBC (based on the industry of enrolled participants)

LUNCH

Afternoon:

Travel to UOW M Batu Kawan Campus, Penang

Free & Easy Dinner

DAY 5: 22 AUG 2025

INDUSTRY ROUNDTABLE DISCUSSION

UOW, Batu Kawan Campus, Penang

Morning:

Navigating Geopolitical Risks & Trade Uncertainties: Ensuring Business Resilience in Asia

LUNCH

Afternoon:

Harnessing Digital Transformation and AI: Preparing Asian Enterprises for the Next Wave of Innovation

Mini Graduation with Formal Attire at UOW M Batu Kawan Campus

THE GURUS

MEET THE SPEAKER

TOPIC 1: STRATEGIC MANAGEMENT

Andreas Vogiatzakis

is a seasoned marketing professional, leadership coach, and author with over three decades of experience across multiple continents. Born in Greece, he pursued higher education in the United States, earning a BA Honors Degree in Advertising from the University of Florida.

Throughout his career, Andreas has held several prominent positions in the media and advertising industry. Notably, he served as the Group CEO of Star Media Group Malaysia, becoming the first non-Malaysian to hold this position. Prior to that, he led Omnicom Media Group Malaysia and Havas Media Group Malaysia, where he played pivotal roles in driving business growth and transformation.



In 2020, Andreas founded AMVPLUS ADVISORY Sdn Bhd, aiming to catalyze positive change by offering coaching, training, and consulting services. His focus areas include agile leadership, dynamic communication skills, high-performance teams, and managing change. He also established the AMVPLUS ACADEMY, which provides leadership learning journeys and transformational coaching.

As an ICF Associate Certified Coach, a Certified Professional Coach, and an NLP Master Practitioner & Trainer, Andreas has mentored over 100 individuals, ranging from university graduates to company CEOs. His coaching approach is anchored on self-awareness and actionable insights via constructive feedback.

Beyond his corporate endeavors, Andreas is a TEDx speaker and author of the book "Courage at the Crossroads," where he shares his life experiences and leadership insights. He has been recognized among the top 100 most inspirational LinkedIn icons in Malaysia and continues to contribute to the industry as a speaker, trainer, and mentor.

Andreas Vogiatzakis

Executive Director
AMVPlus Advisory
(www.amvplus.net)

THE GURUS

MEET THE SPEAKER

TOPIC 2: BRANDING & MARKETING MANAGEMENT

04

Long Yun Siang

Better known as Long, he started his career at Leo Burnett in the early '90s and brings 32 years of marketing and branding experience. After senior roles at LB, JWT, and DDB, he founded his consultancy, Roar Point, in 2009.

At Roar Point, Long and his team help MNCs, PLCs, and SMEs with practical marketing and branding solutions using his created system. Their fresh approach has earned respect and multiple regional and global marketing effectiveness awards. Long's philosophy is simple: marketability begins with remarkability, and marketing should be a culture, not just a department.

He's a sought-after speaker and trainer, having shared his knowledge in Taiwan, Singapore, Indonesia, and Malaysia. With 32 years of hands-on experience, Long stands out as someone who bridges real-world business practice with marketing and branding know-how, a rare mix of seasoned consultant and active educator.

He has authored *Rethink Your Marketing Questions. And Answers.*, *500 Questions to Inspire a Better Marketing Plan.*, and *Let's Do This*. Long also lends his expertise as a judge for the Malaysia Marketing Effectiveness Awards (Effies), Taylor's University, CIMB Islamic Entrepreneurship Programme, and as a trainer at the SME100, CEO Academy.

Passionate about sharing, Long writes every working day on his company's blog (rawpoints.blogspot.com), which proudly holds the Malaysia Book of Records title as the "Longest Running Business Blog."



Long Yun Siang

Principal

Roar Point Sdn Bhd
(www.roarpoint.com)

THE GURUS

MEET THE SPEAKER

TOPIC 3: ECONOMICS & FINANCE MANAGEMENT

04

Josephine Ong

is the Founder and Chief Executive of White Group Asia and a prominent figure in corporate risk management across the Asia-Pacific region. With over 20 years of experience, she has advised more than 100 corporations, including start-ups, SMEs, and government-linked companies, on managing financial risks, driving strategic growth, and enhancing employee benefits.

Josephine specializes in designing resilient financial risk frameworks that address currency volatility, credit exposure, regulatory changes, and market instability. Her ability to anticipate and mitigate risks has earned her a reputation as a trusted partner for organizations navigating complex financial environments.

She is also a leading strategist in helping businesses expand across Asia, offering comprehensive market entry plans that include geopolitical risk assessment and tailored mitigation strategies.

A pioneer in employee benefits, Josephine integrates talent retention strategies with broader risk frameworks, creating workplaces that are both resilient and people-centric. Her holistic approach ensures that companies not only safeguard their workforce but also enhance satisfaction and productivity.

Josephine holds a degree in Economics with specializations in International Business and Banking and has obtained multiple certifications in risk management and financial planning. As a sought-after speaker and thought leader, she frequently shares her expertise at industry events and through mentorship.

Driven by the mission to “fireproof” organizations, Josephine is redefining risk management—not as a shield, but as a strategic enabler of sustainable growth. Through White Group Asia, she continues to empower leaders to make intelligent, risk-informed decisions that protect and accelerate business success.



Josephine Ong

Founder & Chief Executive

White Group Asia

(www.whitegroup.asia)

Chen Mian Hua, CPA

is a seasoned investment professional and business advisor with over 28 years of experience across private equity, strategic advisory, corporate leadership, and top-tier management consulting. With a proven track record in Southeast Asia and Australia, he brings a rare combination of strategic insight, operational acumen, and regional investment expertise.

Chen currently operates as an independent advisor, offering investment management and business advisory services to founders, investors, and corporate leadership teams. His approach is hands-on and results-driven, guiding organizations through complex growth strategies, capital raising initiatives, and mergers and acquisitions.

Throughout his career, Chen has held several senior roles, including Senior Investment Director at a leading regional private equity fund, where he led investments across a wide range of industries. He also served as Executive Director for a vertically integrated agri-food business and began his career as a management consultant with a global consulting firm.

In addition to investment execution, Chen has extensive board experience, having served on the boards of companies in sectors such as education, medical device distribution, B2B services, and manufacturing. In these roles, he provided strategic direction and operational oversight, helping organizations navigate growth, transformation, and complex market challenges.

Known for his analytical rigor, strategic foresight, and deep understanding of capital markets, Chen continues to advise and empower business leaders seeking long-term, sustainable success.



A handwritten signature in black ink that reads "Chen Mian Hua". The signature is fluid and cursive, with the first letters of each name being capitalized.

**Investment Professional
& Business Advisor**

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 1:

Navigating Geopolitical Risks and Trade Uncertainties: Ensuring Business Resilience in Asia

Datuk William Ng

Datuk William Ng has been a champion of SMEs for over 20 years in various roles as publisher, editor, committee chair, council member, and simply as a voice for the SMEs when there were none. A serial entrepreneur, Datuk William Ng founded his first business at the age of 22. He is the founder of AIC Exhibitions and Business Media International and listed the companies on the Singapore Exchange (SGX) as Audience Analytics Limited (1AZ.SI) during the pandemic.

He obtained a diploma in accounting from LCCI and a diploma in business from Systematic at the age of 16, a higher diploma in hotel management at the age of 20 where he was valedictorian, and an executive diploma in entrepreneurship and an executive diploma in sustainability from HELP University.

Through his business evangelism, he also co-owns a number of business start-ups, including early investments into companies that are now listed on ASX, LEAP and the OTC markets. His latest ventures include ASWPC, which has been delegated as the global registry operator of .spa by ICANN.

He is the founder and immediate past president of Enterprise Asia, the national president of SAMENTA, Malaysia's oldest and largest association for SMEs, and the president of the Global Wellness Council.

Datuk Ng is the Chairman of the Retail and F&B Productivity Nexus, a council member of the Machinery and Engineering Industries Federation and a board member of the Malaysian Alliance of Corporate Directors, a founding member of the Global Network of Directors' Institutes.



A handwritten signature in black ink that reads "Datuk William Ng". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Chairman & Managing Director
Audience Analytics Limited (SGX:1AZ)
(www.audience.asia)



National President
SAMENTA Small and Medium Enterprises
Association of Malaysia
(www.samenta.org.my)

THE GURUS

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 1:

Navigating Geopolitical Risks and Trade Uncertainties: Ensuring Business Resilience in Asia

Bobby Varanasi, COP

is a globally recognized thought leader in the fields of digital disruption, the future of work, and business strategy. Ranked among the Top 20 Global Leaders by Thinkers 360 and a Top 25 Globalization Powerhouse by Globalization Today, Bobby has over two decades of experience advising Fortune 500 companies, governments, and entrepreneurs worldwide.

As the Founder & CEO of Regenerative Futures (formerly Matryzel Consulting), Bobby leads an independent advisory firm specializing in global sourcing, M&A, carbon management, and circular economy solutions.

He has worked extensively with governments across North and South America, the Middle East, Africa, Asia-Pacific, and Australia to develop national ICT policies and drive inclusive tech entrepreneurship.

Bobby is deeply engaged in shaping global standards, serving on the boards of the International Association of Outsourcing Professionals (IAOP) and the Global Sourcing Council, and contributing to standards like the Outsourcing Professional Standards and Impact Sourcing Standards. He is also Vice Chairman of the Malaysia-Australia Business Council and Co-founder of ThynkBlynk, a blockchain-based trust ecosystem firm.

An accomplished author, Bobby wrote Humanomics (Penguin Random House) and contributes to publications including The Economist and CIO Asia. He holds a Diploma in Sustainable Development from Columbia University, and two Master's degrees in Solid State Physics and Management.

Bobby is a Certified Outsourcing Professional (COP), an ISO 9000/CMMi Quality Auditor, and an avid scuba diver. He resides between the U.S. and Malaysia, pursuing both professional excellence and personal exploration



Bobby Varanasi

Founder & CEO
Regenerative Futures
(www.regenerative-futures.net)



THE GURUS

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 1:

Navigating Geopolitical Risks and Trade Uncertainties: Ensuring Business Resilience in Asia

04

I v a n Y o n g

is a sales coach, organisational psychologist, engineer and author based in Hong Kong.

He has over 15 years of experience in sales and building businesses in multiple countries in Asia, including assisting multinationals from U.S., Japan and Europe in launching multi-million dollar businesses in the region both in growth and recessionary markets.

He is the founder of the angel investment group, Nanyang Angelz. He is also an Adjunct Professor with UNITAR International University (Entrepreneurship & Social Innovation), a startup mentor for MDEC (an agency of the Malaysian Government); and he has been a career mentor at the Chinese University of Hong Kong for over a decade.

Ivan is an active member of the European Mentoring & Coaching Council (EMCC), where he is the Head of Global Social Responsibilities Initiatives, a Board member and Co-President for the Asia Pacific Region, and is an accredited coach.

An avid writer and speaker, his debut book, "Department of Startup : Why Every Fortune 500 Should Have One", by BEP, New York; is found in 5 of the top 10 global universities ([QS World University Rankings](#), 2025). His latest book, "The Pharaoh's Pitch. Unearthing Ancient Egyptian Wisdom for Sales Success" was longlisted for the UK Business Book Award 2025.

He also regularly publishes books and case studies for Routledge, Taylor & Francis, and SAGE Publishing.

Ivan holds a MSc. In Organizational Psychology from University of London and a BEng. with Honours in Mechanical & Production Engineering from Nanyang Technological University, Singapore.



Ivan Yong

Board Member & Co-President
European Mentoring & Coaching
Council, EMCC APR
(www.emccapr.org)

**Head of Social
Responsibility Initiatives**
EMCC Global
(www.emccglobal.org)



THE GURUS

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 2:

Harnessing Digital Transformation and AI:

Preparing Asian Enterprises for the Next Wave of Innovation

04

Y u k i A i z a w a

is a tech entrepreneur, strategic advisor, and an advocate for women in technology, with over 20 years of international experience spanning across fintech, emerging tech, Islamic Finance. As Co-Founder and Co-CEO of RINNE Technologies & Consulting, Yuki is in charge of business and IT & digital strategies for blockchain-backed solutions with ethos in emerging tech for the force of good, championing Sustainability-Innovation-Inclusion.

Currently, as APAC Director and Malaysia Country Director for the International NPO Women in Tech®

Global Movement, Yuki empowers girls and women in STEM across APAC, working to close the gender gap and foster digital inclusion by 2030.

Her leadership has been recognized with the UN Women WEPs Award (Malaysia), Top 50 Global Inspirational Women, and the 30% Club Malaysia Board Mentoring Scheme.

Yuki also serves as a member of the Digital Sub-Committee of the Malaysia Australia Business Council (MABC) Executive Committee, contributing to digital transformation initiatives that strengthen bilateral business ties and innovation. She specializes in guiding enterprises to strategically integrate AI and emerging technologies for sustainable growth and investor appeal.

As a mother, yoga instructor, and global citizen, Yuki is passionate about leveraging technology for social good and inspiring future innovators.



Yuki Aizawa

Co-Founder & Co-CEO
RINNE Technologies
& Consulting
(www.rinne.tech)

APAC Director
Women in Tech



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MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 2:

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Andrew Chow, CSP

Andrew Chow is a Generative AI innovator who has developed over 1000 workflow efficiency applications. As an AI implementation strategist, he focuses on Digital Economy and Food security sectors across ASEAN, China, and India. Since 2020, he has chaired the China ASEAN Innovation and Entrepreneur Competition, attracting 200+ startups and advancing 40+ teams to the China Grand Finals.

With strong connections to Singapore's venture capital ecosystem, Andrew founded the Best Personal Branding Award in 2017. He is also a best-selling author of "Social Media 247," "Public Relations 247," and "Personal Branding 247."

A Certified Speaking Professional (CSP), Andrew has presented to 100,000+ people across 20+ countries and trained professionals at institutions including NTU Entrepreneurship Academy, SIM, and the Lee Kuan Yew School of Public Policy.

His 35-year career includes collaborations with AXA Insurance, Abbott Medical Optics, and Singtel. His accolades include the 2022 Marketing 2.0 Award, recognition as a Top 10 Singapore Influential Speaker, and the Spirit of Enterprise Award.

Andrew Chow

Chief Innovation Officer
Asia Pro Ventures Ptw Ltd
(www.asiaproventures.com)



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