

ABOUT THE LECTURER

Name:

Alan Go Thian Seng

Position:

CEO

Status:

Full-Time

Highest Academic Qualification:

Master of Business Administration (International)

Education Institution:

Edith Cowan University, Australia



BIOGRAPHY

Alan Go has over 20 years of regional and international sales, marketing and business development experience both as a senior corporate executive and as an entrepreneur from M.I.C.E., IT, Business Process Outsourcing, Corporate Training and Education sectors. Alan has held positions such as Marketing Communications Manager, Marketing Director, Regional Sales and Marketing Director, CEO and Senior Vice President-Business Development in the companies he has worked for or started. He graduated with distinctions in Bachelor of Arts Journalism, University of Oklahoma, USA and achieved top 15% of his cohort in his MBA, Edith Cowan University, Australia. His teaching is highly practical, relevant and applicable to the management of today's businesses. A highly motivated educator, he specializes in teaching strategies to enhance the marketing management processes to increase mindshare, market share, new market creations and value-innovations for products and services.