

## ABOUT THE LECTURER

**Name:**

David Teo Kim Thai

**Position:**

Lecturer

**Status:**

Full time

**Highest Academic Qualification:**

Master

**Education Institution:**

Edinburgh Napier University Business School



## BIOGRAPHY

David is an experience marketer with 20 years of experience in advertising, branding, communications and marketing, and 4 years as an entrepreneur. David is also a WDA certified trainer that focuses on problem-based learning that encourages critical thinking and problem-solving skills, challenging the way learners behave and allowing them to practice and improve performance.

David will complete his Master of Science in Business Management (Marketing) from Edinburgh Napier University Business School in 2015. Drawing on his experience as a company director, head of marketing and an advertising man with fast paced solutions, creative and innovative ideas, facilitate him as both a practitioner and academic lecturer.