

MR SHAREEF JAFFAR

Shareef has worked in senior general management positions for a number of local and international companies in the hospitality and HR development sector and has **more than 29 years experience in industry.** He was, till recently, the General Manager of the Nanyang Technological University Alumni. He also served as the General Manager of the Singapore Recreation Club during its developmental years and was instrumental in helping the club raise \$92 million for the redevelopment of the clubhouse within a record time frame.

He also ran an international training and development consultancy operation for a large international group of companies and was a contracted consultant to various commercial education providers in Singapore and the region.

He is multi-disciplined professional holding professional certifications in Marketing, Business Administration, Administrative Management, International Advertising & Communications, Quality Management and Training & Development. He has **EXTENSIVE INTERNATIONAL TRAINING & DEVELOPMENT EXPERIENCE** and has conducted developmental programmes in Singapore, Malaysia, Hongkong, Vietnam, Thailand, **Brunei (BICPA-FTMS & CFBT)**, Myanmar, Indonesia, Bangladesh, Taiwan, Uganda, Kenya, Dubai (UAE), Pakistan, Uzbekistan and India. He has been active in the **training and development field for the past 22 years and he is a regular speaker at International Business Forums.**

He was an appointed Consultant to Nokia (SEA) Distribution Management Team and advised them on Franchising and Marketing and Marketing Communication Strategy, He has also developed training programmes for the development of Nokia's Distributors in the region and worked closely with Nokia Academy for the development and delivery of the programmes in selected countries in the region. He is also a **regular speaker at International Business Forums.**