



## **KEN NG**

### **PRINCIPAL CONSULTANT**

Ken serves as Principal Consultant for The ATCEN Group - a leading regional service provider for people and organizational development, customer interaction management and human performance enhancement services. He is a Certified Professional Speaker and Certified Support Manager from Service Support Professional Association, America and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and the customer experience in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM which includes awards for the Telesales and Outbound categories.

His expertise has led to consulting and performance enhancement engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally, where he focuses on the mission critical aspects of sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Sales & Marketing Framework, Sales Motivation & Teamwork, Business Development, business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with sales in the mid 80's while he was still in America. Since then, Ken has held a variety of leadership and management, operational roles in sales, service, marketing, collections for major sales and service operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the South East Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA.

Some of the organizations that Ken has had the privilege of working with are:

AEON Credit Service	Fuji Xerox
Affin Bank	Genting Group
Amanah Raya	Gleneagle Hospital KL
AmBank	Great Eastern Life Assurance
American Express	Heidelberg
Alphamatic Systems	Hilton Hotels
American International Assurance Company (AIA)	Hong Leong Bank
Asia Assistance Network	Hewlett Packard
AIA	IDS Group
AEON Credit Malaysia	Institut Bank Bank Malaysia
Alphamatic	IOI Properties
AmBank	KBU
American Express	Lafarge
Bank Islam	Lion Petroleum Products
Bank Rakyat	Maybank Group
Bosch	Mayban Fortis Holdings
Boston Consulting Group	Microsoft Malaysia
Bank Simpanan Nasional	Mines Marketing
Canon Marketing	MYOB Asia
CCM	Nike Sales Malaysia
Chevron Malaysia	Nokia Asia Pacific
CIMB Bank	Orisoft System
Citibank Malaysia	Pharmaniaga Marketing
CNI	Proton Commerce
Commerce Assurance	Royal Selangor
Dell Asia Pacific	SCAN Associates
DHL	Shangri-La Hotels & Resorts
DiGi Telecommunications	Southern Bank
Easy Call	Super Pages
EON	Swiss-Garden Resort & Spa Kuantan
EON Bank Group	Telekom Applied Business
EPIC-I	Telekom Sales & Service
Etiqa Insurance	Time dotcom
Fresenius Medical Care	UMW Toyota Motor
	Vsource