

## LEOW CHEE SENG



Datuk Dr. Leow is widely acclaimed for his stature as an esteemed researcher, consultant, and trainer of distinction. His extensive repertoire of specialized research areas encompasses the intricate realms of human attitudes, behaviors, behavior insights, nudges, behavioral economics, strategic management, human resources, and marketing.

His professional journey has encompassed noteworthy roles, including that of a consultant for the United Nations Industrial Development Organization (UNIDO), and a dedicated instructor and lecturer at the esteemed National Academy of Public Administration and Politics in Vietnam.

Dr. Leow's remarkable influence extends to his membership on more than ten editorial boards for diverse academic journals, attesting to his profound scholarly insights. He holds the honorary position of Professor at Nguyen Tat Thanh University in Vietnam.

His credentials include the distinguished distinction of being a MIM Certified Professional Trainer (MIM-CPT) and a revered membership within the International Association of Counsellors and Therapists (IACT). Dr. Leow is also a valued member of the Malaysian Institute of Human Resource Management (MIHRM), where he holds the credential of a certified advanced Human Resource Practitioner (Consultant).

A prolific author, Dr. Leow has penned several impactful books, notable among them being titles such as "Body Language Exposed," "Selling with Heart and Soul," "I See, I Hear, and I Conquer," "Trapping the Cunning Fox," "The Flintstones Management," "Nudge Or Fudge," "Predictable Accident," "Pusaka Yang Terpinggir", Bijak Cukai, Restructuring of LHDN, and "The Humane Way", "The FIKR Advantage". "The Educator AI Toolkit", "TVET Transformation: Strategy for Future Ready Education", "The ChatGPT Revolution : Unlocking AI Potential", "Mastering Factor Analysis", "The Dynamics of Transformation", "Di Sebalik Fikiran Misteri Psikologi Abnormal", "The Art of Strategy and Business Model", "Motivation Decoded Leadership, Strategy, and the Science of Engagement". "Bicara Jiwa", "The Influential Leader". "The Synergy Code", "Leadership Agility", "Design Thinking for

Leaders”, “The Brain That Serve”, “The Decision Leader”, “Leadership Communication”, “The Stakeholder Advantage”, among other notable works.

His expertise transcends boundaries, as he was bestowed the privilege of serving as a body language expert contributor for the prestigious Morning Post in Hong Kong, where his astute analysis of nonverbal communication nuances illuminated global issues. Furthermore, he has graced the role of a resource person for Fornes Magazine in Argentina, adding to his international impact and reach.

He served as an advisor on Body Language for Sin Chew Jit Poh and contributed weekly articles to the newspaper on the integration of psychology and business. His expertise was also recognized in Nanyang Xiang Pao, where he wrote bi-weekly on Business Strategy. In addition, he contributed fortnightly columns to China Press, focusing on the subject of Body Language.

Furthermore, he has successfully undertaken a comprehensive consultancy initiative for prominent entities such as the Inland Revenue Board of Malaysia, encompassing pivotal aspects of customer satisfaction. His adept consultancy prowess has extended to pivotal players including SPNB, LPPSA, Albukary Group, and SK.

Notably, his transformative acumen has left an indelible mark on illustrious organizations. He played a pivotal role in orchestrating the revitalization journeys of PERODUA and the Department of Fisheries, Malaysia, contributing significantly to their rebranding and transformation endeavors. His influence extended to multifaceted dimensions, encompassing critical realms such as the Petroleum Income Tax Act (PITA) research, succession planning, and the strategic reconfiguration of the Inland Revenue Board of Malaysia.

Datuk Dr Leow has contributed his expertise to the Malaysia Rationalisation Project, particularly in the absorption of InvestKL into MIDA. He has also been engaged as a consultant in the restructuring of several key organisations, including FAMA, CIDB, Jabatan Kimia, PKNS, MYSA, LHDN, Jabatan Perhilitan and others, where his guidance played a vital role in aligning institutional structures with national priorities. Beyond restructuring, he has served as the chief coach for several high-impact projects such as the development of sustainable revenue generation strategies for MIDA through co-development of industrial parks, the establishment of a comprehensive industrial talent database portal with artificial intelligence capabilities, the strategic review of MIDA’s performance evaluation and improvement plan, as well as the repositioning of MIDA as a strategic champion for domestic investment through targeted engagement. His leadership further extended to initiatives enhancing MIDA’s visibility among key stakeholders through strategic communication and engagement strategies, and to the development of a unified, AI-ready data mart designed to measure the economic spillover from the government’s tax incentives package. Drawing on his past experience, he has also contributed as a panel member for income generation initiatives, including for ASWARA. At present, he remains actively involved in supporting various organisations in monetisation and commercialisation, continuing his commitment to institutional transformation and sustainable growth.

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