

# SAIFUL AMIN JALUN



## PERSONAL INFORMATION

Address : 7, Jalan Sungai Ramal Suria 4, Taman Ramal Suria, Sungai Ramal Dalam, 43000 Kajang, Selangor Darul Ehsan.  
Nationality : Malaysian  
Contacts : 6012 9106802 / saifuljalun@gmail.com  
Age : 49 years  
Marital Status : Married  
Language : English, Malay

## Key Areas and Expertise (Training, Teaching, Organizing and Planning)

Strategic Retreats  
Business Policy Development  
Leadership and Management Communication  
Performance Agreement and Management  
Strategic Management and Thinking  
Persuasive Negotiations  
Communicative English

International experience through designing, organizing, participating and training in these fields. Field experience includes collaboration with:

Petronas, Petrobangla, Pertamina Training Center, Shell, Ministries from Thailand, Sri Lanka, Sudan, Bangladesh, India and universities from the four corners of the globe.

## ACADEMIC QUALIFICATIONS

Year	University / College	Qualification
2012	Universiti Putra Malaysia (UPM)	PhD in Critical Discourse Analysis - English

2001	Universiti Putra Malaysia (UPM)	Master's degree in Corporate Communication
1995	Universiti Putra Malaysia (UPM)	Bachelor's degree in TESL - Minor in Literature

## BACKGROUND

I have the opportunity of being the few language/communication faculty members to be a senior lecturer in a Graduate business school and appointed as the coordinator for Strategic Management and Ethical Governance programs. This is mainly due to my extensive consultancy work with government and corporate bodies in various management and research projects. At the business school, I was the acting Head of the Executive Development Program as well as the Head of the Corporate Strategies Simulation program which is part of the Strategic Management subject. I still lecture in UPM, Xiamen University, GradSchool Asia and UKM on communication, management and governance subjects.

Currently I am an Associate Consultant for Putra Business School and also the Principal Advisor for Training and Consultancy with Unipeq Sdn Bhd, a subsidiary of UKM Holdings. I have been involved in planning, marketing, coordinating, conducting training and consultancy projects for corporate bodies as well as government institutions in the last 20 years. Annually, I would conduct 60 to 70 training, consultancy and research programs with my team and/or in collaboration with other organizations.

One of the co-creators of the World Universities Peace Invitational Debate, which is the first corporate-funded World debating event, I was also a debater and adjudicator at national, Asia and World levels in various tournaments and programs as well as the former technical director for Malaysia Universities Debating Council.

## WORK EXPERIENCES

Year	Position	Employer/Company
2020/21	Part Time Lecturer	Xiamen University Malaysia
2019-2020	Adjunct Professor	Genovasi University College
2019	Principal Advisor	UNIQEP-UKM
2019	Company Director	Fusion Training and Management
2016-2018	Associate Professor	IIC University of Technology
2018	Senior Vice President	MyUpis Sdn Bhd (Subsidiary of MoF)
2015-2018	Head of Training	IhR Consulting
2012-2014	Senior Lecturer/Acting Head of Exec. Dev. Program	Putra Business School
Year	Position	Employer/Company
2006-2011	Principal Advisor	HnG Strategic Communications Sdn Bhd (Owner of the WUPID Brand)
2010-2012	Coordinator Tertiary English Program	Faculty of Modern Languages and Communication, UPM
2002-2004	Public Speaking Program Coordinator	Institute of Distance Education and Learning-UPM

2001-2012	Language Instructor DG 44	Faculty of Modern Languages and Communication, UPM
2006-2008	Diploma Program Coordinator	Intim College in collaboration with UTM-BATC
1996-2001	Language Instructor DG 41	Matriculation Centre-UPM

## WORK-JOURNEY

I have been designing materials, presenting for professional training courses and undertaking business ventures since 1997. Earlier (1997-2000), the courses I designed and trained are mostly in English or communication which coincided with the period that I co-owned a training center and a printing company. Since 2001, I have started moving into management type courses which include decision making, strategic thinking, focused marketing, stress management, retirement planning and team building.

My second foray into business was as an insurance and unit trust agent in the late nineties and early 2000 for Great Eastern and Ban Hin Lee Bank respectively. In 2003-2006, I was mostly concentrating on business ventures in land development, rail slipper supply, construction works, environmental monitoring and also water purification and supply with Jati Luhur in Indonesia. All these ventures were carried out with Wiranda (M) Sdn Bhd, Waja Teguh Resources Sdn Bhd and Nakhasa Sdn Bhd. In all ventures I was involved in the planning process and was also the lead negotiator in most projects.

I later co-created the World Universities Peace Invitational Debate (WUPID) in 2006 after successfully leading the first private company hosting the AllAsian Intersivity Debating Championship (which was fully sponsored by CIMB). WUPID became an annual event that has received substantial sponsorship from CIMB, UEM and Khazanah. I was instrumental in selling the rights of hosting WUPID to the Oratory Foundation of Malaysia.

Currently, in my capacity as a consultant with over 20 years of business development experience, I have created Aim Focus Education Network (AFEN). It is an education platform that aims to furnish required knowledge and skills in facing ever challenging local and global business climates.

## SOME COMPLETED AND ON-GOING PROGRAMS

Year	Training
<p style="text-align: center;">2017 – to date</p> <div style="display: flex; flex-direction: column; align-items: center;">    </div>	<ol style="list-style-type: none"> <li>1. Grad School Asia – EMBA program on Strategic Management and Organizational Behavior (May-November 2021)</li> <li>2. Management Communication – MBA Program for Xiamen University Malaysia (May-July 2021)</li> <li>3. Tunas Usahawan Belia Program with Unipeq UKM (5 batches) April to July 2021</li> <li>4. Human Governance Module and Training for AKEPT and IPG Malaysia for 2021</li> <li>5. HITS Program for Halal Executive – Lecturer and Coordinator for the Human Skills section.</li> <li>6. Putra Business School, Corporate Strategies Simulations for MBA students (March 2021)</li> <li>7. Hrdf PENJANA Programs with Crew Skills International and Unipeq-UKM (4 programs) – June to October 2020</li> <li>8. Management Communication – MBA Program for Xiamen University Malaysia (July-August) 5 sessions</li> <li>9. Marketing and Presentation Skills for Big Works, June 2020</li> <li>10. Customer Service for Perbadanan Labuan, June, 2020</li> <li>11. TOT for Online Trainers, ILIM Bangi, 30<sup>th</sup> June- 1<sup>st</sup> July</li> <li>12. Business Writing for Unipeq UKM, April, 2020 (Online Zoom Sessions)</li> <li>13. Team Forming for East Coast, Shell Retailers, Jan 2020.</li> <li>14. Strategic Retreat, INFOMINA, Jan 2020</li> <li>15. Reflection and Team Forming Session, Electric Library</li> <li>16. Tabung Haji Induction Program for New Executives, Dec, 2019.</li> <li>17. UKM Cetak, Organizational Ethics, Dec, 2019</li> <li>18. PERTAMINA, Promotional Program for Malaysia</li> <li>19. JPA Senior Officers' Training with PBS</li> <li>20. Customer Service Training Needs Analysis, Training and Research &amp; Audit- UKM Health</li> </ol>



21. State GLC Training and Development with SMART CBO
22. Management, Thinking and Technical Trainings with Petrobangla with UKM, UPM and Genovasi (Malaysia) and Pertamina Uni (Indonesia)
23. Training and Restructuring of Wiranda SB Status Quo
24. Humanology Public Programs (3 sessions) Managing Difficult Employees (4th & 5th, Communication Excellence (18th and 19th) and Marketing Mix (29th and 30th)- August
25. WUPID Sponsorship Sales and Marketing
26. Policy Development for PWTC
27. Enhancement of the Corporate Strategies Simulations for Putra Business School's MBA students
28. Perodua Advisor Sales and Service Advisor Day
29. 2 Sessions of Sexual Harassment program for University Lecturers under Humanology in 2018
30. Putra Business School, Corporate Strategies Simulations for MBA students 27th & 28th July
31. DESCO Annual Training Programs with Putra Business School – 10 to 12 programs annually on Strategic Planning & Thinking and Technical Upgrades
32. SHELL 2019 Product Launch – 7 Series
33. Land Port Authority of Bangladesh- Good Governance and E-Port Management (27th May – 1st June 2019)
34. Program ILIM-Training of Trainers for TNA and Class preparations (13th to 17th May 2019)
35. UKM Health CS Programs (3 series) and Training and Communication Audit (April-July)
36. Performance Management for PetroBangla- Petronas
37. Collaborative Management for PetroBangla- UPM/PBS
38. Performance Management programs with UCTC UPM
39. ILIM- Strategic Planning and Thinking 9-11 April
40. Pertobangla Technical Series (BAPEX and BGFCL) 8-23 April.
41. Putra Business School, Corporate Strategies Simulations for MBA students 23-24th March
42. Medivest PR Session 18th March
43. SAFMA Leadership Strategic Retreat, 4th and 5th of March
44. Petronas Carigali Retreat 1st and 2nd March
45. Petrobangla 12 day program on Creativitive and Innovative Thinking-Pertamina University, Jakarta.
46. Petrobangla 12 day program for Risk and Corporate Governance with UCTC-UPM (12 – 22 Feb 2019)



47. GTCL-Petrobangla 12 day program for Risk and Corporate Governance with PBS-UPM
48. HR Planning and Managing for Petrobangla with PBS
49. Shell (Central) Team Strategy Session for Operators – Jan 2018
50. Strategic Marketing for BERNAMA – Jan 2018
51. Certified Professional Consultant (UCTC-Humanology) Dec 2017
52. Annual Performance Agreement & Integrity and Strategy Thinking with PetroBangla (Aug-Dec) 2017
53. Dealing with Difficult People for participants from Saudi Hospital in Mekah with IMTC (Sep)
54. Negotiation and Persuasive Skills for Community College Directors (July)
55. Perodua CS Retreat (May)
56. Performance Management for Senior Bangladesh and Sri Lanka officers for UCTC, UPM (April & May)
57. MMC Senior Management Planning and Retreat (May)
58. Shell Product Launch Teambuilding (10 series)
59. Perodua Senior Mgt Teambuilding, (Feb)
60. Leadership Training for Instep-Petronas Candidates (Jan)
61. Strategic Planning and Retreat for National Sports Institute
62. Department of Fisheries, Rebranding Training (Sep-Dec 2016)
63. MRT Junior Engineers Development program (2015-2016)
64. Upgrading of Teaching and Knowledge for Lecturers (4 series with HBA)
65. Unipeq UKM SL1M programs March-Oct
66. Perodua Leadership Training 14-15 April
67. Petronas-Instep (Soft skills program for Executives) Dec
68. Policy Development for KKR (Nov)



**PUBLICATIONS**

1. Life and UPM: The things you should know (unpublished book)
2. Human Governance Module for 'Akademi Pengajian Tinggi' with Putra Business School (2018)
3. Strategic Plan for DOSH: To Enhance SME SHO Compliant (2017)
4. Paper Presenter at Miccollac 2016: The Role of Comm. in Env. Consultancy Mgt.
5. Trapping the Cunning Fox: Never Get Lies Again in Business, Relationship & Marriage (Body Language Series)-HBA (UK) – 2015
6. Human Value Ecosystem: Productivity Management in a Human Way (IJEEM) (2014)
7. Market Survey for Early Childhood Education (ASEAN CASE RESEARCH JOURNAL/AJCR) (2014)
8. The Influence of Culture in Business Strategies, Strategic Management GSM 5160, McGraw-Hill Education 2014
9. Discourse Realization of Linguistic Features in University Parliamentary Debate Speeches. (2012)
10. Public Speaking Module for IDEAL-UPM