

## PROFILE

### SHAMSUL BAHRIN ABDULLAH



**Shamsul B. Abdullah, a certified PSMB Trainer (TTT/0823), and a Certified International Professional Trainer (CIPT) from the American Certification Institute (ACI); (Certification ID: CIPT2130640543),** has been in Training & Consulting since 2002. He put together his knowledge, experience and exposures he has had in several industries into his Training Programs with emphasis on Practicality designed specifically to suit the audience.

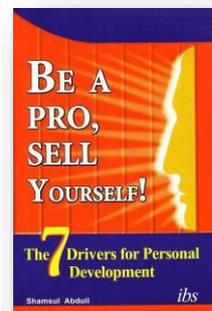
**He was the HR & Administrative Consultant for Kota Bharu Medical Centre (KBMC), a private Specialist Hospital in Kelantan he turned-around to profitability, since 2006. He was also the shareholder and advisor to the Hospital's Management Team. He is now an advising member of several private hospitals in the country.**

His success in turning around the hospital in a short period of time was banked upon his 3P's Principles, customizing the "Process" and the "People" into local environment with emphasis on Public Relations, Marketing, Customer Services, Communication, Corporate Grooming & Image Development, Effective Meetings & Record Filing, Leadership, Team Bonding, Personnel Development & Growth, Understanding Finance for all Personnel and various other Management programs. He is passionate about Health and has incorporated many Stress Management Principles into his training programs.

Since then, he has done several Consultancy and Personnel Training for various hospitals under Ministry of Health (Government Hospitals throughout the country), several Private Specialists under KPJ, Ipoh Community Specialist, DEMC, and several MOH Departments.

He published his first book in 2009, **"Be a PRO, Sell Yourself!"** a self-help book addressing the basic and advance human fear, and techniques of improvement through re-branding to achieve greater heights. Many of the principles are applied in his training programs.

He believes in personal challenges for improvement and thus has been involved in many industries in his earlier days like; Banking, Manufacturing, Entertainment (Television Ads & Voice Over), Health & Fitness, Aviation (qualified Pilot with ATPL Licence), Emceeing & Radio Announcement, and also Hospitality & Customer Service. He has been invited as a guest panel member in local TV talk-shows like Bincang Petang, TV3 and On Two, TV2. He has spoken in various conferences inside and outside the country.



Among his previous clients in Training & Consulting are various departments from MOH, MOE, MISC Bhd, Nepline Bhd, National Valuation Institute, Sabah State Library, KKM, LHDN, PERKESO, EPF, PKNS, MCMC, ILKAP, Multimedia Development Corporation (Mdec), Programs for Khazanah, TNB, MARA, TM Bhd, Lembaga Tabung Haji (LTH), Akademi Sains Malaysia (ASM), Volvo Trucks Malaysia, Naza Kia Academy, NSTP (M) Bhd, Bank Negara

CST00X – (SHAMSUL B. ABDULLAH)

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Malaysia (BNM), Etiqa & Takaful Insurance, MAA, AmBank, Bank Islam Bhd, Bank Pembangunan & Industri, Hot FM & Suria FM, Faber MediServe Sdn Bhd, MMC Corporation, Konsortium Logistik Bhd (KLB), Offshore Geosurvey, KMC (Scomi Bhd), British American Tobacco (BATM), NESTLE, UniTAR, UiTM, KPTM, UM, UTHM, MMU, UNISZA, Karyaneka, Belati Wangsa (Johawaki), MAS, Air Asia , HP, Crowne Plaza Mutiara Hotel, ASTRO, Carrefour, MSU, PERODUA, PROTON, and Coke.

He received his Associate Degree from Maryland University, USA. He also has a Diploma in Banking Studies from UiTM, Shah Alam and an Advance Transport Pilot License from AST, Scotland. He now concentrates on training and development after completing his Masters of Business Administration from UiTM, Shah Alam.

His team is responsible in developing the PMS and SOP's for the hospital with easy to apply and learn approach taking into account the actual capability of the local personnel.