

INTRODUCTION

Dr. Frankie DBA (1999) has 44 years of global and local advisory and coaching experience. He has offered advisory and coaching solutions to more than 300 hotels, resorts, and serviced apartments of all sizes and all star ratings. At present, he is the Global Advisor and Coach of FrankieKnowledge.

CONTENT CREATION

Frankie is the content creator of the following 7 models, -

- 1| Unique Guest Service Legacy Framework
- 2| Guest Review Score Enhancement System
- 3| Customized Global Online Travel Platform Advisory
- 4| Global Guest Review Score Enhancement System Certification
- 5| Global Unique Service Legacy Recognition Award
- 6| Global Unique Service Legacy Conference Series
- 7| Malaysia Guest Review Score Enhancement Movement

GUEST REVIEW SCORE ENHANCEMENT SYSTEM

The FrankieKnowledge Guest Review Score Enhancement System or Toolkit is created based on Frankie's 44 years of professional experience. This proven Proactive Review Request System is the First of its Kind. Frankie is the Leading Authority in Guest Review Score Enhancement in Malaysia and the region and his proprietary content is created in Malaysia for the world

The entire guest review score enhancement system project is deployed using AMILAA - Accelerated Mindset in Learning, Application, and Assessment. AMILAA is a proprietary Facilitation Methodology created by Frankie to achieve impactful transfer of learning to drive sustainable application and assessment at the workplace leading to Transformational Results

AMILAA is further strengthened by Frankie's proprietary FOCUS Transformational Results Model, comprising of 4 integrated instruments, namely 1| Feelings and Reaction Questionnaire, 2| Pre and Post Knowledge Assessment Exercise, 3| Implementation Action Plan, and 4| Project Evaluation Report.

Achieving a guest review score above 9.0 out of 10.0 is driven by a focused mindset, a strong team culture, and a proven system. The system must be implemented consistently and continuously

Ultimately, it will build a deep-rooted, unique guest service legacy.

GLOBAL ONLINE TRAVEL PLATFORM ADVISORY

Global online travel platforms use algorithmic structures to propel hotels, resorts, and serviced apartments with high guest review score to the top of search results. Frankie has in-depth expertise to maximize the performance of hotel, resort, and serviced apartment listings on global online travel platforms while significantly increasing book-direct channel revenue

Frankie has created the proprietary FrankieKnowledge Customized Global Online Travel Platform Advisory Model to secure superior and sustainable occupancy, revenue, and profits. He works extensively with 7 global online travel platforms, namely Booking.com, Agoda.com, Trip.com, Tiket.com, Traveloka.com, Expedia.com, and Meituan

Over the years, he has guided many hotels, resorts, and serviced apartments to win the Booking.com Traveller Review Award and the Agoda Gold Circle Award. In addition, under his leadership, FrankieKnowledge received the Outstanding Partner Award 2026 from Meituan

GLOBAL CERTIFICATION

Frankie is the creator of the Global Internal and External Guest Review Score Enhancement System Certification Programme. The proprietary FrankieKnowledge Professional Certification is a Skills-based Certification of Competency in the practice of Guest Review Score Enhancement.

This global internal and external certification is created to develop the highly critical skills of hotel professionals required to coach and guide hotels, resorts, and serviced apartments to achieve superior and sustainable occupancy, revenue, and profits by capitalizing on exceptional guest review scores.

The certification significantly enhances the career relevancy, employability, and professional value of the certified specialists to meet the ever-changing needs of hotels, resorts, and serviced apartments operating in a challenging hospitality environment. The certified specialists play the vital role of facilitating hotels, resorts, and serviced apartments to build unique guest service legacies

GLOBAL UNIQUE SERVICE LEGACY

Frankie is the Creator and Organizing Chairman of the Global Unique Service Legacy Recognition Award and Global Unique Service Legacy Conference Series. The 3rd edition of the global conference will be held in 2027.

Global Unique Guest Service Legacy is the internalized tradition of highly differentiated guest service that contributes to superior and sustainable performance of hotels, resorts, and serviced apartments. A guest review score of beyond 9.0 out of 10.0 is the quantitative measurement of how deep-rooted is the global unique service legacy

MALAYSIA GUEST REVIEW SCORE ENHANCEMENT MOVEMENT

The Malaysia Guest Review Score Enhancement Movement is a Strategic Initiative created by Frankie to accelerate breakthroughs in guest ratings across hotels, resorts, and serviced apartments to drive superior and sustainable occupancy, revenue, and profits.

The Movers of the Movement include, 1| Affiliates, Associates and Fellows 2| Advisors, Coaches, Academics, Students, and Hotel Professionals 3| Hotels, Resorts, and Serviced Apartments 4| Hospitality Organizations, Associations, and Authorities 5| Universities, Colleges, and Training Organizations 6| Global Online Travel Platforms and Hospitality Technology Organizations and 7| Hospitality Products and Service Providers

GUEST REVIEW SCORE ENHANCEMENT PROJECT – 1

Frankie was engaged on 15th October 2019 to conceptualize, design, develop, and implement the complete hotel marketing, management, and operation system for ARENA Boutique Hotel Kuala Terengganu from zero base. In addition, he was responsible for planning, organizing, and coordinating the grand opening for the hotel on 27th February 2020. To maximize room bookings, Frankie successfully listed the hotel on 6 major global online travel platforms.

On 1st September 2024, approximately 4 years later, ARENA Boutique Hotel Kuala Terengganu achieved a guest review score of 8.1 with 3833 verified reviews. By 15th November 2025, the hotel achieved a guest review score of 8.6 with 4100 verified reviews. As at 21st May 2026, ARENA Boutique Hotel Kuala Terengganu has a guest review score of 8.9 with 4491 verified reviews. Over the years, the hotel has won multiple Booking.com Traveller Review Awards and Agoda Gold Circle Awards

GUEST REVIEW SCORE ENHANCEMENT PROJECT – 2

7Stonez Holidays Sdn Bhd appointed Frankie on 1st August 2025 to crystallize and develop a highly differentiated market and brand positioning for 7Stonez Luxury ANTARA RESIDENCE in Genting Highlands with key emphasis on achieving superior and sustainable occupancy, revenue, and profits.

7Stonez Luxury ANTARA RESIDENCE Genting Highlands received the 1st booking on Booking.com platform on 17th October 2025. Over a short period of 5 months, the hotel achieved a guest review score of 9.3 with 276 verified reviews on Booking.com platform as at 23rd March 2026. On 30th June 2026, the guest review score increased to 9.5 with 522 verified reviews. In line with the strategic focus of the hotel to be the most preferred accommodation organization in Genting Highlands, Frankie is actively assisting 7Stonez Luxury ANTARA RESIDENCE to build a deep-rooted unique guest service legacy supported by strong positive guest service culture

GUEST REVIEW SCORE ENHANCEMENT PROJECT - 3

On 15th July 2024, Frankie was engaged by East Riverine Boutique Hotel Jalan Tuanku Abdul Rahman, Kuala Lumpur to manage, maximize and sustain the performance of the hotel's existing listings on their global online travel platforms. During the 1st phase of the project, he placed key focus on stabilizing the hotel's listings. During the 2nd phase, with effect from 16th September 2025, he implemented the FrankieKnowledge Guest Review Score Enhancement System to guide the hotel to achieve breakthrough performance in guest review score.

On 16th September 2025, the guest review score of the hotel was 7.4 with 1283 verified reviews. By 28th January 2026, the guest review score moved up to 7.6 with 1225 verified reviews. As at 21st May 2026, the hotel has a guest review score of 7.9 with 1154 verified reviews. On 12th June 2026, East Riverine Boutique Hotel achieved a guest review score of 8.0 with 1130 verified reviews.

HOTEL BUSINESS ADVISORY AND COACHING PROJECTS

1 A partial list of hotels, resorts and serviced apartments that participated in the 2nd Global Unique Guest Service Legacy Conference 2025 on 4th December 2025 Kuala Lumpur organized by Frankie includes :

ARENA Boutique Hotel Kuala Terengganu | 7Stonez Luxury ANTARA RESIDENCE Genting Highlands | East Riverine Boutique Hotel Kuala Lumpur | Hotel Six Seasons @ Mid Valley Kuala Lumpur | Hotel Grand Palace Ampang Selangor | Capsule Transit Max KLIA 2 | Bangi Resort Hotel Selangor | Capsule Transit Landside KLIA 2 | Suwara Hotel Kepong Kuala Lumpur | The Verve Hotel PJ Damansara | Blue Lagoon At Bandar Sunway | 7Stonez Suites Geo38 Genting Highlands | Hotel Sunjoy9 OKR | Impress Hotel Klang Selangor | O'Boutique Suites Hotel @ Bandar Utama | Hotel Sunjoy9 Klang Selangor | GM Grand Moments Bandar Sunway | Petaling Street Hotel Chinatown KL | Alami Garden Hotel Shah Alam | De Elements Business Hotel Kuala Lumpur | Max Hotel Subang Jaya Selangor | Amverton Cove Golf & Island Resort | Chucasa Janda Baik | Hotel Seri Pacific | The Everly Putrajaya | Mana Mana Suites Group | Riyaz Hotels & Resort Group | Felda Hotel Group | Trinidad Hotel Group | Sunway Resort Hotel | Stay Mikado, Maldives | Omirita Resort, Vietnam | Midas Hotel Group, Vietnam | Hotel Thimphu Central, Bhutan | Paro Grand Resort, Bhutan | Hotel Ugyen, Bhutan | 33 Soksoom Centre for Well-being and Happiness - Boutique Hotel, Bhutan | Golden Palm Tree Hotel | J suites Hotel Kuala Terengganu

2 A partial list of hotels that Frankie has worked from 2018 to 2026 includes :

ARENA Boutique Hotel Kuala Terengganu | 7Stonez Luxury ANTARA RESIDENCE Genting Highlands | East Riverine Boutique Hotel Kuala Lumpur | Hotel Six Seasons @ Mid Valley | Hotel Grand Palace Ampang | All Are Welcome Lawas Boutique Hotel | Hotel Sri Bernam Sabak Bernam | 7Stonez Suites Geo38 Genting Permai | 7Stonez Residences Midhills Genting Permai | 7Stonez Suites Windmill Genting Permai | Rock & Roll Hotel Klang | One Garden Hotel Senawang | D'Garden Boutique Hotel Kuala Lumpur

2 A partial list of hotels that Frankie has worked from 2018 to 2026 includes :

My Homie Hotel PJ| 101 Hotel Bangi | Resort Suites Hotel Bandar Sunway |Puteri Ampang Hotel | Hotel Sunjoy9 Mid Valley| Hotel Sunjoy9 Bandar Sunway| Hotel Sunjoy9 Klang | Swiss Hotel Jalan TAR | Swiss Hotel Heritage Boutique Melaka| The One Boutique Hotel Sekinchan| Hotel Eco Garden Rawang| Hotel BB Inn Chow Kit| J Suites Hotel Kuala Terengganu | Talents Motor Park Hotel Klang | O'Boutique Suites Bandar Utama| Westree Hotel KL Sentral| Lemon 8 Hotel Apartment Malacca| Tube Hotel Malacca| Bloommaze Boutique Hotel Puchong| D'Metro Hotel Shah Alam | Hotel 77 Rawang | Golden Night Hotel |Hotel D'SparkKlang | Hotel Home Inn 1 | Hotel Home Inn 2| Petaling Street Hotel| Harbour Hotel PJ | Maha Hotel Puchong |CintaMani Travellers Lodge Kuala Lumpur |Green World Hotel Bangi| Hotel Meria Shah Alam | Hotel China Town Inn| Asia Like Boutique Hotel | Koptown Hotel | Rica Hotel USJ | De Elements Business Hotel | V Hotel Kuala Lumpur | Sudo Guesthouse| Ampang Inn Hotel | Hotel De Grand Orchard| Timez Business Hotel Batu Caves| Empress Hotel Sepang | PJ Luxe Boutique Hotel | Suwara Hotel Kepong| City Top Hotel | Hotel Amara| M Avenue Hotel | GM Hotel| D Gateway Perdana Hotel | Greystone Boutique Hotel | D'Majestic Place | Swiss Garden Residences| Artisan Eco Hotel | KL Empire Hotel |Alami Garden Hotel | Hotel GM Grand Moments | The Verve Hotel PJ Damansara

3 In 2016 and 2017, 33 hotels engaged Frankie to implement his highly unique hotel business enhancement projects to drive breakthrough performance

Kuala Lumpur International Hotel| Seri Pacific Hotel Kuala Lumpur| Corus Hotel Kuala Lumpur | Corus Hotel Port Dickson | Hotel Sri Petaling| Lanjut Golden Beach & Golf Resort| Ancasa Hotel & Spa Kuala Lumpur| Ancasa Residences Port Dickson| Ancasa Royale Pekan Pahang | Ancasa Express at Pudu| The Regency Hotel Kuala Lumpur| Izumi Hotel Bukit Bintang | One Avenue Hotel Petaling Jaya| Hotel De Art @ I-City| Hotel De Art @ Section 7| Hotel De Art @ Section 19| Hotel Sri Permaisuri| Orange Premier Hotel @Wangsa Maju| Orange Premier Hotel @ Cheras| My Hotel Premier @ Mid Valley| My Hotel @ Sentral| My Hotel @ KL Sentral| My Hotel @ Bukit Bintang| My Hotel @ Seri Putra| Metro Hotel @ Bukit Bintang| Metro Hotel @ KL Sentral| Nu Hotel Kuala Lumpur| Manhattan Business Hotel @ Damansara Perdana| Manhattan Business Hotel @ TTDI| Alami Garden Hotel| The 5 Elements Hotel| Hotel Bangi Putra Jaya| The Hulo Hotel + Gallery| Swiss Hotel Kuala Lumpur| Batu Caves Star Hotel

4 A partial list of hotels that have sent their key talents to participate in Frankie's advisory projects & coaching sessions from 2013 to 2017 includes :

Swiss Garden Hotel & Residence Kuala Lumpur| Swiss-Inn Chinatown Kuala Lumpur| E.City Hotel @ One City USJ| Hotel Desaria Petaling Jaya| Hotel Transit Kuala Lumpur| Starpoints Hotel Kuala Lumpur| Grand Pacific Hotel PJ| Hotel Sentral Management| Ruemz Hotel @ Taylor's University Lakeside Campus| Somerset Damansara Uptown PJ| Hotel Equatorial Bangi-Putrajaya| Ascott Kuala Lumpur| Container Hotel Group| Damas Suites & Residences Kuala Lumpur| Seri Bayu Resort| O'boutique Suite| Sunway Resort Hotel & Spa| Hotel Royal Kuala Lumpur| Hotel Mincott Kuala Lumpur| Hotel Soleil Kuala Lumpur| Corus Hotel Kuala Lumpur| Concorde Hotel Kuala Lumpur| Sama Sama Hotel, KLIA| Berjaya Hotels And Resorts| The Saujana Kuala Lumpur| Traders Hotel Kuala Lumpur by Shangri-La| Hotel Grand Continental, Kuching| Country Heights Group

HOTEL BUSINESS ADVISORY AND COACHING PROJECTS

- 5** A partial list of hotels that have engaged Frankie to implement specialized advisory projects & coaching sessions from 1982 to 2017 includes :
- Nouvelle Hotel Kuala Lumpur| Puteri Park Hotel| Grand Millennium Kuala Lumpur| Bukit Merah Laketown Resort| Prince Hotel And Residence Kuala Lumpur| Dorsett Regency Hotel Kuala Lumpur| Maytower Kuala Lumpur| Dorsett Regency Subang| Pacific Regency| Hotel Singgahsana Petaling Jaya| Best Western Premier Seri Pacific Hotel Kuala Lumpur| Hotel Equatorial Penang| Palace Of The Golden Horse Hotel| Mines Resort And Golf Club| Malaysia Tourism Promotion Board| Ming Court Beach Hotel Port Dickson| Duta Vista Executives Suites Kuala Lumpur| Tanco Resorts Berhad| Dynasty Hotel Kuala Lumpur| Riverside Majestic Hotel Kuching| Bayview Beach Resort Penang| Park Royal Hotel Kuala Lumpur| The Regent Of Kuala Lumpur
- 6** A partial list of hotels in Republic of Mauritius that have engaged Frankie to implement specialized advisory projects & coaching sessions from May 1998 to March 2002 includes :
- Hotel Ambre Mauritius| The Residence Mauritius| Apavou Hotel Mauritius| Trou Aux Biches Hotel Mauritius| Hotel School Of Mauritius| Beachcomber Training Academy Mauritius| Casinos Of Mauritius| Domaine Les Pailles Mauritius| Le Victoria Hotel Mauritius| Hotels Academy and Paradise Company Limited

Ultimate Focus of Guest Review Score Enhancement System



FAMILY BUSINESS ADVISORY AND COACHING

In addition to his passion for offering guest review score enhancement advisory and coaching solutions to hotels, resorts, and serviced apartments, Frankie has unique expertise in facilitating family business advisory and coaching projects.

Over the years, Frankie has successfully created and significantly enhanced his proprietary family business advisory and coaching framework. The FrankieKnowledge framework provides a structured approach to progressively transform the business into a superior and sustainable family business enterprise that is built to last. In addition, the framework prepares the next generation to step-by-step take over and manage the family business enterprise effectively and efficiently.

CONTENT CREATION

Frankie is the content creator of the following 5 models, -

- 1| Multi Generational Family Business Enterprise Legacy Master Plan**
- 2| Unique Service Legacy Master Plan for Family Business Enterprises**
- 3| Critical Family Business Enterprise Knowledge Assets Plan**
- 4| Family Business Enterprise Strategic Plan**
- 5| Next Generation Empowerment and Succession Plan**

UNIQUE SERVICE LEGACY MASTER PLAN

At present, Frankie's strategic focus is to guide family business enterprise founders to develop successful multi generational unique service legacy master plans. The unique service legacy master plan is a professionally prepared charter that preserves the founder's service critical success factors. It offers a structured opportunity for the founder to transfer his service focus, service passion, and service critical success factors to the next generation successfully

The legacy master plan provides a unique privilege for the next generation to capitalize on the service critical success factors of the founder and to ensure continuity in the family business enterprise success. Frankie views the legacy master plan as the most precious gift that the founder can pass on to the next generation. Preparing and transferring the legacy master plan is therefore the ultimate responsibility of the founder to the next generation.

The professionally prepared unique service legacy master plan is the single most valuable asset of the family business enterprises. It is the solid foundation required to drive business prosperity beyond 3 generations.

UNIQUE SERVICE LEGACY MASTER PLAN PROJECT – 1

In 2020, Frankie successfully completed a major family business enterprise enhancement and succession planning project for a family-run public listed company from 21st February to 30th December. The strategic focus of the Unique Service Legacy Master Plan is to systematically preserve and transfer the service critical success factors of the founder to the next generation.

UNIQUE SERVICE LEGACY MASTER PLAN PROJECT – 2

One of the most notable projects undertaken by Frankie relates to guiding and developing the Unique Service Legacy Master Plan for a 3 generations 50-year old family business enterprise from 1st July 2023 to 30th June 2025. The documented service critical success factors provided the basis for the formulation and implementation of a successful succession plan to progressively build a multi generational family business enterprise.

UNIQUE SERVICE LEGACY MASTER PLAN PROJECT – 3

On 20th July 2025, Frankie facilitated a key Unique Service Legacy Master Plan project for a family business enterprise with core business that focus on bulk supply and wholesale distribution of fast-moving consumer goods [FMCG], foodstuffs, and household groceries. The Unique Service Legacy Master Plan is employed as a generational strategy to leapfrog the family business enterprise to the next level of excellence

SELECTED BUSINESS PROJECTS IN MALAYSIA

A partial list of recent organizations that have benefited from Frankie's advisory and coaching projects on - "Customised Key Performance Indicator System (KPIS)", include -

Popular Book Co. (M) S/B| Sanicare Hygiene Services S/B| Mass Spring Industries S/B| Malaysian Life Insurance Group Berhad | Muda Packaging Industries S/B| Goodnite S/B| Privasia S/B| Ipsat S/B | Bangkok Bank Berhad| Hardmetal Knives S/B| MSD Digital Intelligence S/B | MSTs Asia S/B | Bridgestone Engineered Products Of Asia S/B | Opcom Cables S/B| Able Consolidation Services S/B| Acre Works S/B| Agensi Inovasi Malaysia| Autov Corporation S/B| Bridgestone Chemical Products (M) S/B| Cheetah Holdings Berhad| C-Pak Cergas S/B| Dasar Jati S/B| Dreamedge S/B| Gadang Holdings Bhd| Global Power Services S/B| Harper Wira S/B| HSBC Amanah Malaysia| Kotra Pharma (M) S/B| Kumpulan Fima Berhad| Man Truck & Bus (M) S/B| M-Plan S/B| Qinetix Solutions S/B| QSR Brands Holdings (M) S/B| Reka Setia Playground S/B| Secret Recipe Cakes & Cafe S/B| Power Metal Technologies (M) Sdn Bhd| Tru Mix Concrete S/B| Universiti Tun Abdul Razak| Vinfaat S/B| Wellness Concept (M) S/B| UMW Toyota Motor S/B

A partial list of recent organizations that have benefited from Frankie's advisory and coaching projects on - "Performance Achievement & Sustainability [PAAS]", include -

AMSTEEL Mills S/B| Country Heights Health Tourism S/B| Crystal Clear Technology S/B | Kian Joo Can Factory Berhad | Oriental Steel Pipe S/B| Tenaga Cable Industries S/B | Delloyd Industries (M) S/B | Taipanco S/B| Ban Seng Lee Industries S/B | Mitra Malaysia S/B| Watertec (M) S/B| Royel Departmental Stores S/B| Perk Idea S/B|UMW Toyota Motor S/B | Amkor Technology Malaysia S/B | C-Pak Cergas S/B| Equator Engineering S/B| Xixili Intima S/B| Ferco Seating Systems S/B | Advanced Protection & Services (M) S/B | Magiqads S/B | Percetakan Mun Sun S/B | FM Global Logistics (Kul) S/B | Rhombus Food Holdings S/B | Okumura Metals (M) S/B| Aaxis Technologies S/B | Watertec (Malaysia) S/B | Ecolex S/B | Mitsui- Soko (M) S/B | Fate Offshore S/B | APM Plastics S/B | DJ Auto Components Manufacturing S/B | Protellus (M) S/B | Chin Hin Group Berhad | Naza Motor Trading S/B | Jagat Forwarding S/B | Able Dairies S/B | Airod S/B | Sunchirin Industries (M) Berhad | BNC Group Of Companies | On Time Worldwide Logistics S/B | Integrated Logistics Solution S/B | Technology Park Malaysia Corporation S/B | O E Manufacturing S/B | NZ Wheels S/B | Shin-Etsu Polymer (M) S/B | AE Security System S/B | Advanced Aquatics S/B | Panasonic Industrial Devices Malaysia S/B|

CLIENTS FROM 25 COUNTRIES

In addition, Frankie is an Advisor and Coach in the Practice of Critical Knowledge Assets Management, Strategic Business Planning, Corporate Learning Centre Management and Hotel Business Enhancement.

Since 1982, He has provided advisory and coaching to about 1000 organizations from 23 countries - Republic of Mauritius, Thailand, Indonesia, China, Republic of Korea, Singapore, Philippines, Vietnam, Cambodia, Norway, Taiwan, India, Mongolia, Pakistan, Sri Lanka, South Africa, Bahrain, Hong Kong, Botswana, UAE, Nigeria, USA, Maldives, Bhutan, and Malaysia.

A partial list of these organizations include -

1] MALAYSIA

Public Listed Companies

Sunway City Berhad| Kerjaya Prospek Group Berhad| Gadang Holdings Berhad| Titijaya Land Berhad| SP Setia Berhad| Mega First Corporation Berhad| Ho Hup Construction Company Berhad| Chin Hin Group Berhad| Thriven Global Berhad| IOI Corporation Berhad| Emas Kiara Industries Berhad [Now, MB World Group Berhad]| Malaysian Resources Corporation Berhad| MKH Berhad| Country Heights Holdings Berhad| PJ Development Holdings Berhad| Eastern and Oriental Berhad| Protasco Berhad| UEM Sunrise Berhad| IJM Corporation Berhad| KLCC Property Holdings Berhad| Klan Joo Can Factory Berhad| APM Automotive Holdings Berhad| Cheetah Holdings Berhad| NV Multi Corporation Bhd| Datascan (Malaysia) Berhad| Raza Manufacturing Berhad| Golden Hope Plantations Berhad| Seremban Fibre Containers Berhad| Prestariang Berhad| Konsortium Logistik Berhad| Orisoft Technology Berhad| Qinetix Solutions Berhad| Microlink Solutions Berhad| Hei Tech Padu Berhad| Iris Corporation Berhad| VADS Berhad| NEP Holdings (Malaysia) Berhad| Muda Holdings Berhad| UCM Industrial Corporation Berhad| DPS Resources Berhad

Global Companies in Malaysia

Infineon Technologies, Agilent Technologies, Johnson and Johnson, Panasonic Electronic Devices. UMW Toyota Motor, BenQ (Acer) Technologies, DHL Danzas Air and Ocean, Fuji Xerox Asia Pacific, Monsanto, Kontron, Dell Asia Pacific and AMD Export

- 2] REPUBLIC OF MAURITIUS** - Industrial and Vocational Training Board, Floreal Knitwear Ltd, Air Mauritius Ltd, Mauritius Telekom, World Duty Free (Mauritius) Ltd, Rogers and Co. Ltd, Flacq United Estates Limited, General Construction Co. Ltd, Food and Allied Industrial Ltd, National Computer Board, Financial Services Commission, Constance Hotels Academy and Paradise Company Limited
- 3] THAILAND** - Coordinating Committee for Geoscience programmes in East and South East Asia (CCOP) Technical Secretariat, Thailand, Department for Mineral Resources, and Department of Mineral Fuels.
- 4] INDONESIA** - Medco E and P Indonesia, Research and Development Center for Oil & Gas Technology "LEMIGAS" Indonesia, Bandung Institute of Technology, Ministry of Manpower and Transmigration, Lembaga Manajemen PPM, PT Wijaya Karya (Persero) Tbk and PT (Persero) Angkasa Pura 1
- 5] CHINA** - Science and Technology Department, SINOPEC, E and P Research Institute, SINOPEC and Global Business Management Consulting Co. Ltd.
- 6] REPUBLIC OF KOREA** - Korea Ministry of Commerce, Industry and Energy (MOCIE), Korea Institute of Geoscience and Mineral Resource (KIGAM), BT & S, and Korea Productivity Center.
- 7] SINGAPORE** - IC Equipment Pte. Ltd., Quality Quest Solutions, Consulting One, and Hocklink Systems and Services Pte. Ltd.
- 8] PHILIPPINES** - Department of Energy, Energy Center.
- 9] VIETNAM** - Vietnam Oil and Gas Group (PetroVietnam), Vietnam Productivity Centre, Small and Medium Enterprise Development Support Centre-1, Directorate for Standards and Quality, Dream-house, Ho Tay Waterpark and Tam Viet Group.
- 10] CAMBODIA** - Cambodian National Petroleum Authority.
- 11] NORWAY** - Norwegian Petroleum Directorate.
- 12] TAIWAN** - China Productivity Center.
- 13] INDIA** - National Productivity Council.
- 14] MONGOLIA** - Baganuur Joint Stock Company.
- 15] PAKISTAN** - National Productivity Organization.
- 16] SRI LANKA** - Sri Lanka Institute of Development Administration.
- 17] HONG KONG** - Focused Honour International.
- 18] SOUTH AFRICA** - Donald and Associates, HR Consulting and Nadis Company, National Energy Regulator of South Africa and South African National Centre for Informatics, Knowledge Management and Knowledge Economy.
- 19] UNITED ARAB EMIRATES** - Al Ain University of Science & Technology, Ai Jaber Group Abu Dhabi and Enterprise Services, Cybertech ME.
- 20] BAHRAIN** - ITQAN Management Consultancy
- 21] NIGERIA** - Central Bank of Nigeria, Security and Exchange Commission, Mobil Producing Nig ULTD, Chemstar Paints Industry (Nigeria) Limited, Nigerian Capital Market Institute, Security Swaps Limited and Financial Institutions Training Centre
- 22] BOTSWANA** - Local Enterprise Authority.
- 23] USA** - Grand Valley State University.
- 24] MALDIVES** - Stay Mikado.
- 25] BHUTAN** - Hotel Thimphu Central, Paro Grand Resort, Hotel Ugyen, and Thimphu Residency.

SPECIALIZED GLOBAL ADVISORY PROJECTS

Over the years, Frankie has undertaken numerous specialized global advisory projects. Below is a partial list -

- 1] Undertaken major human capital development projects to establish corporate learning centres in **Philippines, Indonesia** and **Taiwan** in collaboration with MBF Centre of Excellence, Malaysia.
- 2] Pioneered knowledge collaborations with Jinan University, South China University of Technology, Private Hualian University and Shanghai University - **China**
- 3] Presented a series of 8 Public talks in Nanning, Yulin City, Shanghai, Qinqdao, Weifang and Jinan - **China**
- 4] Delivered a public talk on - "Knowledge Management in the New Economy" organized by Shenzhen Daily Press, Shenzhen, **China**

- 5] Delivered a public talk on - "Securing Competitive Advantage through the Practice of Knowledge Management in Hong Kong" organized by Focus Honour International, **Hong Kong**
- 6] Facilitated special knowledge - based assignments in **Taiwan**
- 7] Carried out special projects in Karachi and Lahore, **Pakistan**
- 8] Conducted a series of advisory assignments and coaching sessions on Practice of Knowledge Management, organized by the University of Mauritius and Industrial and Vocational Training Board, **Republic of Mauritius**
- 9] Established the Floreal Knitwear Ltd. corporate learning centre (1998 to 2000). The Floreal Group, **Republic of Mauritius** is the 2nd biggest Woolmark Knitwear Manufacturer in the World after Benneton
- 10] Organized a business visit for business owners in collaboration with **Mauritius Export Development and Investment Authority**
- 11] Moderated the **Malaysia - Mauritius** Enterprise Knowledge Exchange Programme.
- 12] Facilitated a series of Practice of Knowledge Management assignments in collaboration with Coordinating Committee for Geoscience Programme in East and South East Asia [CCOP], Technical Secretariat - Bangkok, **Thailand**. Customized for international representatives from **Norway, Republic of China, Republic of Korea, Philippines, Indonesia, Vietnam, Cambodia and Thailand**

SPECIALIZED LOCAL ADVISORY PROJECTS

Frankie has carried out extensive specialized local advisory projects. Below is a partial list -

- 1] Organized the 1st, 2nd, 3rd and 4th Global Practice of Knowledge Management and Innovation conference series (2005-2008), the **Malaysian Emerging Knowledge Organization (MEKO) Award 2005, 2006 and 2007** and the **Global Emerging Knowledge Organization (GEKO) Award 2008 - Malaysia**
- 2] Engaged as the **Principal Advisor** to set up MBF Centre of Excellence (COE). COE is a group corporate learning centre that is established to provide total, integrated and needs-driven organized learning/development for all the 15,000 + employees of MBF Group of Companies. The group has business interests in financial services, property development, hotels, education, manufacturing, trading, car rental and others
- 3] Presented a paper on - "Implementing the Practice of Knowledge Management Roadmap and Journey" to international participants from **Republic of China, India, Indonesia, Republic of Korea, Mongolia, Pakistan, Singapore, Sri Lanka and Vietnam** organized by National Productivity Corporation **Malaysia**
- 4] **Chief Knowledge Innovator** for the Enterprise Knowledge Exchange Programme. Corporate dialogue partners include - Floreal Knitwear Limited, Republic of Mauritius, Tanco Holidays, Unico Technology, University Technology MARA, KPMG Asia Pacific, Asean Bintulu Fertilizer, Telekom Training Centre, Shell Malaysia Trading, Hewlett Packard Consulting, Agilent Technologies, Protasco Berhad, Speed Toyz Berhad & Kolej Mara Kulim

- 5] Engaged as the **Chief Knowledge Management Advisor** to assist Protasco Group, HCM Engineering Sdn Bhd and Roadcare Sdn Bhd to implement and sustain the practice of knowledge management [POKM]
- 6] **Chief Knowledge Architect** of Tanco Knowledge Research Centre. To develop the strategic capabilities of Tanco Knowledge Research Centre and to forge K-based collaborations with Tanco Holidays and Tanco Resorts Berhad
- 7] **Strategic Management Advisor** for Tanco Resorts Berhad. To formulate the organization's strategic annual plan
- 8] Appointed as the **1st Chief Operating Officer** of Taylor's Business School. To develop a strategic plan to position, launch, strategically market and manage the business school
- 9] **Group Corporate Planning Advisor** of Taylor's Education Group. Assist the group to prepare a 3-year corporate plan for Taylor's College Subang Jaya, Taylor's College Kuala Lumpur, Taylor's School of Hotel Management, Garden International School and Sekolah Sri Garden [now, Taylor's International School]
- 10] **Strategic Planning Advisor** for MBF Capital Berhad. To formulate the strategic annual plan for all the key companies under MBF Capital Berhad and to carry out quarterly reviews to assess strategic implementation effectiveness
- 11] **Human Capital Management Advisor** to 2 public listed companies [MBF Capital Berhad and MBF Holdings Berhad] to offer strategic and operational direction to Group HR.
- 12] **Session Moderator** on - "How to market and sell your Franchise" organized by Ministry of Entrepreneur Development and Malaysian Franchise Association
- 13] Delivered a talk on - "Knowledge Economy and Knowledge Management" organized by **Sabah United Chinese Chamber of Commerce**
- 14] Delivered a talk on - "Corporate Planning for Marketing Management" organized by **Institute of Marketing Malaysia**
- 15] In recognition for his outstanding level of academic excellence, leadership qualities and high ethical standards, The Board of St. George University International appointed him as the **Professor of Interdisciplinary Studies** on 1st February 1999

INTERVIEWS

- 1] His passion in critical knowledge assets management, strategic business planning, breakthrough performance and sustainable talent enhancement has led the **IMAGE Magazine** to provide extensive coverage on his contributions in these fields
- 2] His views on the practice of knowledge management and business education in Malaysia's Knowledge-based Economy have been reported by -
1] **The New Straits Times**, 2] **The Star**, 3] **Malay Mail**, 4] **The Sun**, 5] **Nanyang Siang Pau**, 6] **Sin Chew Jit Poh**, 7] **China Press**, 8] **Education Quarterly**, 9] **Taylorian**, 10] **K-Connection and other Journals, Magazines and Newsletters**
- 3] His 4 years advisory assignments and collaborations in the Republic of Mauritius were extensively covered by -
1] **Industrial and Vocational Training Board (IVTB) News, Mauritius**
2] **Le Mauricien (A Local French Paper)**
3] **Business Magazine Mauritius and**
4] **Mauritius College of the Air**

FOCUS, PASSION AND BELIEF

FOCUS

A Trusted Global Advisor and Coach

PASSION

Empower hospitality organizations to build unique guest service legacies to achieve superior and sustainable performance

Empower family business enterprises to develop unique service legacies to secure business prosperity beyond 3 generations

BELIEF

Capitalize on consolidated and integrated knowledge

LEARNING, DEVELOPMENT AND EDUCATION JOURNEY

- 1 Frankie received his **Doctorate degree in Business Administration with key focus in Human Capital Development** from St. George University International. He has studied at **The University of Birmingham - UK, The University of Luton - UK, Ateneo De Manila University - Philippines** and **The Asian Institute of Management (AIM) - Philippines**.
- 2 In addition, he has received postgraduate and professional qualifications, specialized training and certifications from **USA, Australia, Singapore, Hong Kong, Indonesia** and other countries.

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Labour Law (Ateneo De Manila University - Philippines)
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Professional Consulting and Counselling Skills (IMC - Singapore)
Behavioural Management (HKMA - Hong Kong)
Certificate in Training Management (NPB - Singapore)
Certificate in Training Technology (NPB - Singapore)
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