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MIM Course Leader Profile



SIMON SOH MMIM, MIM-CPT, CKM

Dip. In Production Engineering (Dist.) (Singapore Polytechnic, S'pore)

Dip. In Management Programme (MIM);

Grad. Dip. In Marketing (CIM, UK)

MBA (Cranfield School of Management, UK)

Toastmaster ATM (Gold)

Certified Coach and Trainer

Certified Knowledge Manager (USA)

SIMON SOH is currently pursuing his Doctor of Business Administration. He has held various senior management positions with Cycle & Carriage Bintang Bhd., Citicorp Services Inc. (USA) and PA Consulting. He regularly conducts programmes on personal leadership, motivation and attitudinal change, sales motivation, selling skills and strategic management for companies in Malaysia, Singapore and Indochina. He is the District Trainer for the Lions Club District 308B. He is also the Course Director for this programme.

He started his career as a Sales Engineer with Cycle and Carriage Bintang Bhd, responsible for sales/marketing of Mercedes Benz and Thysen Hanchel specialised vehicles (military trucks, Armoured Personnel Carriers, TAM Tanks, Ambulances, Fire Fighting Vehicles, etc). At the age of 24, he was promoted to Deputy Dealers Manager and was the youngest member of the management team in the Company's history. He rapidly moved to various senior management positions in the organisation and later in other organisations and industries. He was Group Product Manager with Cycle and Carriage Bintang Bhd, Division Business Director with Malaysian Resort Timesharing Sdn Bhd, Country Manager/Regional Director with Citicorp Payment Products/Cash Management Division (Citibank/CitiGroup), and Consultant with PA Consulting, Success Motivation International USA, Korn/Ferry Futurestep USA, and Service Quality Institute USA. His breadth of working experience covers sales and marketing, advertising, dealers management, Government relations, business development, business management, strategic planning, change management, human resource management, training/HR development, quality management, customer service quality and head hunting/Recruitment.

He is currently a TEC Chair with TEC Asia and the Principal Consultant with Organisation Transformation Facilitators/Capital Connection Inc, USA. He is also a Director/Consultant of First Channel Asia Pacific, which represents Service Quality Institute, USA. He regularly conducts programmes on personal success workshop, leadership, team building, problem solving/decision making, selling skills/account management/ESP, sales management, motivation, change management, strategic management, service quality, finance for non-financial staff, marketing for non-marketing staff, HRM for non-HRM staff, and Cash Flow Game for companies in ASEAN countries. He also teaches academic programmes at Diploma, Degree, and Master level.

Simon Soh is a member of the Malaysian Institute of Management (MIM) and a MIM Certified Professional Trainer (MIM-CPT).

