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SYED HAMID ALHABSHI MMIM, MIM-CPT
Bachelor of Economics (Uni. of Malaya, Malaysia)

Syed Hamid Alhabshi graduated from University Malaya with a Bachelor of Economics in 1972. He joined Lever Brothers (M) Sdn Bhd (Unilever) the same year in the marketing department and worked there for six years. During this period, as Brand Manager, he handled major household brands like Lux, Lifebuoy, Planta, Vim, Omo in addition to other brands. The exposure gave him a solid grounding in marketing, advertising and promotions.

He next went to Dutch Baby Milk Industries where he was supervising the whole milk, infant formula and Agency lines for four years. In addition, as the Marketing Services Manager, he was also supervising the advertising and market research functions of the company.

Following this he joined Amway Malaysia Sdn Bhd as Marketing & Sales Manager where he was in charge of marketing and sales in addition to corporate communications. He also had valuable experience in Public Relations working closely with a major PR firm for over 7 years.

He joined Citibank as VP Marketing Research & Communications, tasked with introducing marketing to the corporate banking arm of the bank. During his tenure there, new products were supported by a full marketing launch, and became the norm and also extended to other markets in the region.

He then went on to the New Straits Times Group as Senior Group General Manager and helped introduce significant system changes to the marketing department in relation to product launches, competitors monitoring and Agency Sales approaches including the Berita Harian sales team turnaround.

He left the NST group and went into consulting in 1992. During this time, he has consulted with over 40 different organisations in various fields including Strategic Thinking, Team Building, Corporate Culture Development, Executive & Management Development, Customer Service and many other specific arenas.

With 20 years' experience in line management and over 14 years experience in the consulting industry, Syed Hamid is able to bring into his consultations, the valuable experience and perspectives from both sides of the industry.

Syed Hamid Alhabshi is trained in the Technology of Participation (ToP®) in the USA and other countries. He has also consulted in Sudan, Thailand, Singapore and Indonesia.

Syed Hamid Alhabshi is a member of the Malaysian Institute of Management (MIM) and a MIM Certified Professional Trainer (MIM-CPT).

