



Malaysian Institute of Management
Jaya 33, Level 11, Tower 1, No. 3, Jalan Semangat,
Seksyen 13, 46100 Petaling Jaya, Selangor, Malaysia

+603 7711 2888

+603 7711 2999

MIM Course Leader Profile



Dr Kenny Teoh Guan Cheng, MIM-CPT

PhD, Universiti Putra Malaysia, Malaysia

MBA, Univeristi Malaya, Malaysia

BEd., Universiti Malaya, Malaysia

Dr Kenny Teoh Guan Cheng honed his skills and acquired his business experience in the marketing and communications industry. He spent some 20 years, managing his own business, actively creating, launching and marketing products for clients in banking, computers, apparel, cosmetics and numerous other industries.

Kenny obtained his MBA at University Malaya (1996); and his doctorate at UPM (2007) in the field of Consumer Behavior. He is the creator of a new psychometric scale: The TRUCET scale. He has spent the last 16 years in academia where he teaches and researches at the Putra Business School and at the Faculty of Economics and Management, Universiti Putra Malaysia (UPM). He loves teaching marketing and strategy to graduates and undergraduates; and enjoys supervising doctoral students.

A qualified Business Coach (UMCEED, 2005) and Certified Profesional Trainer (Putra Business School, UPM-Malaysian Institute of Management, 2010), he recently completed the Stanford Research Institute (SRI) 'Innovation and Venture Plan Boot Camp, 2013'.

Kenny specializes in Marketing, Strategy, Communications, and Entrepreneurship.

