LEAD TRAINER & PRINCIPAL CONSULTANT

# Shareef *Jaffar*

An international management and training consultant with more than 35 years' experience designing and delivering customised learning for multinationals, NGOs and government agencies.



**Shareef Jaffar**
MSc · MA (Ed) · LLM · FCG · FCIM · FInstAM · FMDIS · MSID

**35+**
years in training & development

**16**
countries of delivery

**3**
master's degrees

**4**
professional fellowships

## 01 Profile

### Shareef leads Training Concepts, an international training and development consultancy specialising in training design.

He has held senior general management positions with local and international companies in the hospitality and human resource development sectors. As a contracted consultant, he has designed and delivered programmes for multinational corporations, NGOs and government agencies across Asia, Africa, the Middle East and Australia.

His work combines rigorous needs analysis, instructional design and hands-on facilitation. He has also trained trainers and academics in Singapore, Malaysia, Uzbekistan, Brunei, Vietnam, Thailand and Indonesia.

# 02 Qualifications

## EDUCATION

- **Master of Science (Strategic Planning)**
  Edinburgh Business School
- **Master of Arts in Education (Merit)**
  University of Nottingham
- **Master's Degree in Law (Commendation), Corporate Governance**
  The University of Law, UK
- **Post-graduate and professional qualifications**
  Business Administration, Chartered Qualification in Marketing, Administrative Management, International Advertising & Communications, and Training & Development
- **Certified Assessor**
  Quality Management Systems

## TRAINING CERTIFICATIONS

- **Advanced Certificate in Learning and Performance (ACLP)**
  Singapore Workforce Qualifications
- **Certificate in Effective E-Learning Design**
  University of Oxford, UK

## SPECIALIST AREAS

Curriculum design | Instructional design | Workshop facilitation | Teaching pedagogy | Competency-based assessment | Instructional techniques | Training management

# 03 Professional bodies

Shareef is a Chartered Secretary and Chartered Governance Professional. He is an Accredited Senior Director and Member of the Singapore Institute of Directors, and has completed all required modules of the Listed Entity Directors Programme.

| FCG | FCIM | FInstAM | FMDIS |
|---|---|---|---|
| Fellow, Chartered Governance Institute of UK & Ireland | Fellow, Chartered Institute of Marketing, UK | Fellow, Institute of Administrative Management, UK | Fellow, Management Development Institute of Singapore |

# 04 Experience

**Developmental programmes delivered in Singapore, Malaysia, Hong Kong, Vietnam, Thailand, Taiwan, Dubai, Indonesia, the Philippines, Brunei, Uganda, Kenya, Pakistan, Australia, Uzbekistan and India.**

RETAIL & DISTRIBUTION

### Nokia (SEA)

Appointed consultant to Nokia's Distribution Management Team, advising on franchising and marketing communication strategy. Developed programmes for Nokia's regional distributors and worked with Nokia Academy on development and delivery in selected countries.

INTERNATIONAL DEVELOPMENT

### InWEnt · IT@Coop

Appointed consultant for Thailand on the IT@Coop Project for InWEnt, an organisation supported by Germany's Federal Ministry for Economic Cooperation and Development.

TOURISM & SERVICE

### SQ Centre & Tourism Institute

Helped develop training modules used to train and develop tourism and service professionals in Singapore.

PUBLIC SECTOR

### Service Excellence

Designed and delivered programmes with government agencies including PUB, the Singapore Civil Defence Force and the Singapore Police Force, including Service Excellence training for police and public service officers.

## SELECTED CLIENTS

- AIWA (Malaysia)
- Archives
- Avaplas Ltd
- Behn Meyer (Malaysia)
- BICPA–FTMS (Brunei)
- BMC International Education Centre
- CfBT (Brunei)
- City Hall (Kuala Lumpur)
- FCB
- Fortress Intelligence
- FTMS–Emile Woolf (Hong Kong, Vietnam, Malaysia, Brunei & Pakistan)
- HR Singapore
- Informatics
- Internet Appliance
- Kejora Holdings (Malaysia)
- Management Accountancy Development Centre (Kampala, Uganda)
- Matex
- Merrill Lynch
- Metro
- Motorola
- Neptune Orient Lines
- Nokia (Thailand, Malaysia, Indonesia, India)
- ORA Telecom (Thailand)
- Pacific Cellular (Thailand)
- Panalpina
- Port of Singapore Authority
- Prudential Assurance
- PUB
- SASCO Ltd
- Shell (Brunei)
- Singapore Civil Defence Force (SCDF)
- Singapore Council of Social Service
- Singapore Customs Credit Cooperative Society Ltd
- Singapore General Hospital
- Singapore Government Staff Credit Cooperative Society Ltd
- Singapore Institute of Labour Studies
- Singapore National Cooperative Federation
- Singapore Police Force
- Singapore Zoological Gardens
- SQ Centre
- TCC Credit Cooperative Society Ltd
- Telerate
- Tourism Management Institute of Singapore
- Undersea World
- Wavelink Academy
- Western Digital

# 05 Board & chair roles

**Shareef chairs six boards across higher education, service quality and Singapore's cooperative movement, and has helped take an education institution across borders.**

CHAIRMAN OF THE BOARD
### MDIS (Malaysia) Sdn Bhd
Higher education

CHAIRMAN OF THE BOARD
### MDIS International College (Malaysia) Sdn Bhd
Higher education

CHAIRMAN OF THE BOARD
### Singapore Quality Centre (SQC)
Service quality

CHAIRMAN OF THE BOARD
### TCC Credit Cooperative Society Ltd
Singapore's largest credit cooperative

CHAIRMAN OF THE BOARD
### Secure Guards Cooperative Ltd
Cooperative movement

CHAIRMAN OF THE BOARD
### Security Masters Ltd
Cooperative movement

## GOVERNANCE & DIRECTORSHIPS

- **Management Development Institute of Singapore**
  Member of the Governing Council and Secretary-General
- **National Cooperative Federation, Singapore**
  2nd Deputy Chairman
- **Service Quality Centre, Indonesia**
  Vice-President
- **MDIS@Tashkent and MDIS@Dushanbe**
  Director and Member of the Board
- **MDIS Holdings, MDIS Residences, MDIS International**
  Director
- **MDIS Trust Fund**
  Trustee

## DIRECTOR CREDENTIALS

- **Accredited Senior Director**
  Member, Singapore Institute of Directors
- **Listed Entity Directors Programme**
  All required modules completed
- **Master's in Law, Corporate Governance**
  The University of Law, UK (Commendation)
- **Chartered Governance Professional**
  Fellow, Chartered Governance Institute (FCG)

## BOARD IMPACT

TASHKENT, UZBEKISTAN
### First overseas campus
Played a significant role in establishing MDIS's first overseas campus, now regarded as a first-choice institution of higher learning in Uzbekistan.

ISKANDAR, JOHOR, MALAYSIA
### Second campus
Contributed extensively to the growth of MDIS's second campus.

DUSHANBE, TAJIKISTAN
### Third international campus
Contributed to the establishment of MDIS's third international campus.

SINGAPORE & INDONESIA
### Service Quality Centre
Actively involved in the acquisition of the Service Quality Centre.

# 06 Public service

Shareef leads an active public and community life, alongside his board and consulting work.

NATIONAL SERVICE

## Singapore Police Force

Served as a Superintendent of Police and NS Commander, Central Police Division. Received Commissioner of Police Commendations and Police National Service Commendations on several occasions, and led his Division to the top spot in the Best Police National Service Land Division Awards many times, sustaining its top-ranked performance throughout his command.

COMMUNITY & SPORT

## Volunteer leadership

Serves in a voluntary capacity across a number of social enterprises in Singapore's cooperative movement. A keen sportsman, he also served as Honorary Secretary of a professional football club in the Singapore League.

**Awarded the Pingat Bakti Setia (Polis) in 2008 for 25 years of meritorious service.**

PRESENTED BY THE PRESIDENT OF SINGAPORE

WORK WITH SHAREEF

## Let's design training your people *actually need.*

Tell us about your learners and the change you want to see. Shareef and the Training Concepts team will show you how a customised, needs-led programme can get you there.

TrainingConcepts
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