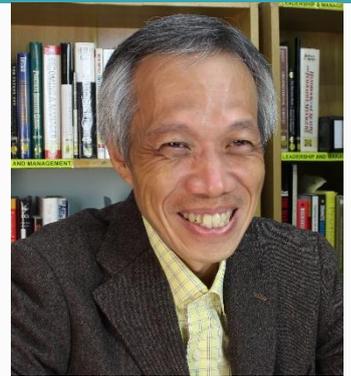


# FACILITATOR: NICHOLAS TAN

## Professional Background

Nicholas has the privilege of being able to synergise 22 years of service in American, Swedish, Australian, and UK multi-national corporations, to the rank of Vice President in a German business unit, to focus in Serendipity Inc, his own consultancy. Primarily steeped in industrial sales and business-to-business marketing, he has handled a range of businesses: from selling a SEK10 (Swedish Kronor) (RM5) spare part, to managing a 250 million Euro (RM1 billion) base business across South-East Asia, serving diverse customers from the power generation, oil & gas, petrochemical, railway, aerospace, defense, mining, automotive/after-market, white goods & electronics, appliances, and heating, ventilation and air-conditioning (HVAC) industries.



In addition to 2 Masters' degrees and a Diploma in Mechanical and Automotive Engineering, he has had the blessing to be able to take up both complementary hard- and soft skills training, ranging from Lean Six Sigma (as a Black Belt in General Electric), Neuro-Linguistic Programming (NLP), Train-The-Trainer in Training (from the American Management Association) and the coaching program accredited by the International Coaching Federation (ICF), US.

This rare combination has allowed him to serve as a division business head overseeing 50 people from 10 nationalities more effectively, by being a leader, salesperson, marketer, negotiator and coach all rolled into one. The two most important qualities this has nurtured, i.e., to listen non-judgmentally and to pose questions that provoke critical thinking, are the crux of being an empathetic coach.

As a Lean Six Sigma Black Belt, he championed internal processes to resolve external customer issues that resultantly brought in additional orders, reduced customer issue resolution time and increased customer loyalty. He drove a centralized sales opportunity tracking system across multiple countries, stretching from Japan and China down to Australia and New Zealand. In addition, he has mapped, "Lean-ed" out and improved the engagement of the sales and commercial teams from 3 businesses.

In his spare time, he has enjoyed teaching at: the American Management Association (AMA), Deakin University (Australia), University of Wales (UK), Middlesex University (UK), University of Lincolnshire and Humberside (UK), and Nottingham-Trent University (UK), in their Marketing Management and Operations Management subjects.

Nicholas' current projects are in: the confluence of stakeholder management, influence and MI (motivational interviewing); value creation, resource allocation and entrepreneurship; big data and waste management. On a personal note, he values restoration and preservation of the person and his surrounding environment. This is the basis of his facilitation and sharing.

His clients include Averis, AIA, Air Asia, Bank Muamalat, Celcom, Deloitte, Fonterra, LeapEd, Monetary Authority of Singapore, and Vishay.