

# KELVIN CHEE

## CHIEF IGNITER



Kelvin Chee is a passionate and creative all-round brand and team strategist with vast experience from both marketing and advertising world. In the past decade, he has helped many organizations to develop dynamic team culture and ignite a creative revolution at their workplace through his action-packed programs.

His marketing career began in Unilever where he managed international brands like *Lipton*, *Lady's Choice* and *Knorr Soupy Snax*. As a brand manager, he was an advocate of creative thinking, bringing new innovation ideas into processes and products, always pushing the boundary of norm to strive for differentiation that leads to the brand success.

After his successful marketing career, he moved to Hakuhodo Malaysia, the second largest advertising agency in Japan and was appointed as the *Strategic Planning Director* where he was responsible in leading the development of brand and communication strategy for global brands such as *Kao*, *Ajinomoto*, *Kia*, *AEON* and *Toyota*.

As a well sought after creative and team enhancement facilitator, Kelvin has facilitated many training programs for local and multinational companies helping them to ignite their potential and performance in a personal and team level.

Some of the projects that Kelvin was involved with include clients like *Alstom*, *Maybank*, *RHB*, *Bank Islam*, *Alliance Bank*, *Maxis*, *Nestle*, *Oracle*, *Western Digital*, *BMW*, *Volvo*, *Strateq*, *Tomei*, *I&P*, *Berjaya Group*, *Sutera Harbour Resort*, *Maya Boutique Hotel* and many more.

Kelvin is an **inspiring and energetic facilitator** that has the unique strength in making training personal and fun. He uses innovative demonstrations and thought provoking **experiential activities** to help motivate and enhance his participants learning. He constantly keeps his participants on their feet with his practical and high-impact activities that **touch the heart, mind and soul**.

Kelvin Chee graduated from Chartered Institute of Marketing, UK and furthered his studies in Arkansas, United States. He completed his Associate of Science Degree in Family Studies with Summa Cum Laude recognition.

He is also one of very few Malaysians to have the Level 1 Premier Skills certification, a collaboration between British Council and Premier League to run programs for community football coaches in Malaysia. He was invited to Everton Premier League football club for a month to work alongside with the "Everton in the Community" programs in the UK.

Through the years, Kelvin's passion in igniting potentials within families has now led him to develop and run family enrichment programs. He hopes to empower families for a positive future generation.



- ◆ Certified Training Professional, IPMA (UK)
- ◆ Certified Trainer, PSMB
- ◆ Certified Coach, ICF-ACTP
- ◆ Certified SSI Practitioner
- ◆ Certified Sales Trainer, SMI
- ◆ Certified iWAM Practitioner
- ◆ Certified Premier Skills Community Coach Educator
- ◆ Pioneer for Mentoring Malaysia a joint effort by UNICEF & HELP University College
- ◆ Master in Strategic Planning Training from Hakuhodo University
- ◆ Post graduate Diploma in Marketing, The Chartered Institute of Marketing
- ◆ Associate of Science Degree, Major in Family Studies
- ◆ Certified in Basic Occupational First Aid, CPR + AED
- ◆ AFC C License certified Football Coach

### KELVIN'S SIGNATURE PROGRAMS:

TEAM EXPERIENTIAL	CREATIVITY & INNOVATION	FAMILY ENRICHMENT PROGRAMS
IGNITING THE HEROES IN YOUR TEAM	IGNITING CREATIVE REVOLUTION AT WORK	HEROES PARENT'S, HEROES FAMILY, HEROES COUPLE, HEROES KIDS

"Everyone has a hero that lies within them that may have yet to be ignited. I see myself as an Igniter to help them realize it."  
Kelvin Chee