


## TRAINER PROFILE

# RICHARD JACOB

### AREAS OF PROFESSIONAL EXPERTISE IN TRAINING

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|  | 1. Strategic Planning and Management                     |
|   | 2. Marketing Principles and Strategic Marketing Planning |
|   | 3. Leadership and Contemporary Leadership                |
|   | 4. Managerial Coaching                                   |
|   | 5. Finance for Non-Financial Managers                    |

### HIGHLIGHTS OF TRAINER'S PROFILE

**Richard Jacob** is an Erickson Certified Professional Coach and an HRDF Approved trainer, an American Management Association (AMA) Global Faculty Member. His core competence is in Leadership, Coaching, Strategy, Sales and Marketing and Business Finance. He has delivered training programs in Cairo, Dubai, Tokyo, Manila, Singapore, Jakarta, Lahore, Karachi, Shanghai, Beijing, Hong Kong, Saigon, Hanoi, Melbourne and Sydney.

He has an MBA from Cranfield School of Management in the United Kingdom, a leading European Business School. He is an Accountant by training and was an Auditor in an international firm of Accountants for nine years. His experience comes from being a Financial Manager, Company Secretary and Business Development Manager in a leading Swedish pharmaceutical company by the name of Astra Pharmaceutical.

Richard has 20 years of solid training and facilitation experience both internationally and locally. His experience includes lecturing in foreign university endorsed programs in Malaysia. More recently he has lectured in a very current subject entitled "Sustainable Business" for the York St. John University in the UK.