

**Prof. Ahmad** is a Professor of **Innovation Management** at the Management of Technology Department, Malaysia-Japan International Institute of Technology, Universiti Teknologi Malaysia (UTM), Kuala Lumpur. He is also an Author, Speaker, Trainer and Consultant in Break the Pattern at UTM Holdings Sdn. Bhd., the commercialization arm of UTM.

Prof. Ahmad was the **Founding Director of UTM Transformation & Risk Management**, UTM (2010-2013). He was also a member of the UTM Central Executive Committee and a member in the UTM Board of Director Sub-Committee on UTM Enterprise Risk Management.

Prof. Ahmad was formerly the **Director of the Academic Program** at Business Advanced Technology Center, UTM (2002-2005), managing the whole value chain of the unique Experience Based Learning (EBL) Programs at BATC. The EBL provides an alternative to the working population who do not have the opportunity to go through the normal academic and skill-based education channels. EBL starts with the Executive Development and re-GEneration (EDGE) Program and continuing up to the highest Engineering Doctorate level.

Prof. Ahmad is an **intrapreneur** who practices creativity and innovation. He has successfully re-engineered the EDGE Program in BATC into a cash-cow operation, registering a phenomenal growth of 2400% (gross revenue of RM16 mil) and 3900% (net profit of RM 3.2 mil) during its two years of operation (2003-05). The restructured EDGE program has contributed to the financial turn-around of BATC for the first time ever, since its formation in 1992 and has also created several millionaires among the EDGE providers throughout the country.

When Prof. Ahmad was the **Deputy Dean of Research Management Center**, UTM (1995-97), he initiated a paradigm shift in the R&D management to optimize research expertise and resources in UTM that lead to the formation of the Research Focus Groups in line with the Malaysian industrial clustering strategy. The strategic move gave an immediate impact when UTM received an increment of 394% in the amount of research grant from the Intensified Research in Priority Areas (IRPA) in the 7th Malaysian Plan (RMK-7). He was also instrumental in helping the then Ministry of Science, Technology and Environment (MOSTE) in the development of a new mechanism in managing and operating the National IRPA Fund of more than RM 1.0 billion in RMK-8.

Prof. Ahmad's **corporate experience** includes being the General Manager of the Chemical Division, Actacorp Holdings Berhad (1997-1999), and also the General Manager of Global Technology and Innovation Management (GTIM) Sdn Bhd (1999-2002), a joint venture R&D company between UTM and The University of Queensland, Australia.

Prof. Ahmad has **broken several patterns** in UTM. He was among the first of UTM staff who dared to do his doctorate studies in Japan. He was also among the first to be certified to conduct a module in the prestigious MSc program for United Kingdom's Warwick University in Malaysia. He was among the first to be certified by Deloitte Employment Center, United Kingdom, as a lead trainer for the IMGLAD (Iskandar Malaysia Graduate Leadership and Development) program.

He has been conducting talk, training and consulting on Personal Financial Management, Entrepreneurship Development, Scenario Planning, Blue Ocean Strategy, Creative Problem Solving, and Technology & Innovation Management in PETRONAS, Oracle Malaysia, MISC Bhd, Telekom Malaysia, Sarawak Shell Bhd, Sabah Shell Petroleum Co. Ltd., Kulim Bhd, Johor Port Bhd, IWK, JKR, MOSTI, SPAN, MARA, MDeC, SEDCs, FELCRA Bhd, SIRIM Bhd, UTM, UMP, UPSI, UTEm, MINDEF, PERHEBAT, NAZA and KLIA Holdings. So far, more than 5000 participants from more than 500 organizations have benefited from his facilitations.

He is passionate in helping organizations to sharpen and capitalize the latent potential of their greatest asset: the creativity of their stakeholders. His flagship program is called **VACCINE (Value Creation Acceleration through Creativity and Innovation Experience)**. **VACCINE** helps organization to harvest the minds of their stakeholders to create transformational value creation to ensure the organization's long-term survival and sustainability. His latest book "*Break the Pattern – the Science of Transformational Value Creation*" encapsulates his long experiences in facilitating his students and clients in creating transformational value creation.

Prof. Ahmad was a **PETRONAS Scholar** and graduated with BSc (High Honors) and MChE degrees in Chemical Engineering from Illinois Institute of Technology, Chicago, USA. He holds Dr.Eng (Chemical Engineering) from Kyoto University, where he was a **Japanese Government Scholar**. His research interests include the production of hydrogen for fuel cells, the application of zeolite in industry, and the management of creativity, technology and innovation. He supervises more than 50 Masters and Doctorate candidates and has published more than 100 publications. He holds four Intellectual Property Rights.



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## Testimonials from Past Participants of Break the Pattern – the Science of Transformational Value Creation

- ❑ **Dr Ng Boon Beng, Financial Director, Oracle Malaysia:** "I would like to thank Dr. Ahmad for the excellence training session. It was an unprecedented exercise done in Oracle Corporation Malaysia that all senior staff were brought together under one roof to debate and agree on matters that are not often openly discussed. Dr. Ahmad has done amazingly well to get everyone into agreement on common issues. The end result is amazingly positive that commitments from various team members are secured to drive common objectives."
- ❑ **Jasbir Singh, Senior Director, Applications Sales, Oracle Malaysia:** "This was an eye opener, where we for once sit and look back at ourselves. I believe workshop like this needs to be done more often. I truly believe we need to have this workshop again with our CIO's and customers."
- ❑ **Lucas Lu, GM, Technology Sales, Oracle Malaysia:** "Dr. Ahmad has provided the platform to bring together the senior management team. Instead of talking about issues, it was refreshing to be able to put issues on paper, brainstorm solutions and have a commitment to drive concrete action plans."
- ❑ **Prof. Dato Dr. Rosli Mohd Yunus, Deputy Vice Chancellor (Research & Innovation), Universiti Malaysia Pahang:** This workshop is very effective in helping UMP to save operational cost of the university.
- ❑ **Prof. Dr. Abd. Manaf Ali, Former Deputy Vice Chancellor (Research & Innovation), Universiti Sultan Zainal Abidin (UNISZA):** "Very useful and important tools for organization transformation."
- ❑ **Prof. Dr. Sahrim Hj Ahmad, Dean, Faculty of Science and Technology, Universiti Kebangsaan Malaysia (UKM):** "It is an excellent module to bring changes in the organization."
- ❑ **Prof. Dr. Kamaruzzaman Seman, Dean, Faculty of Engineering and Built Environment, Universiti Sains Islam Malaysia (USIM):** "Dr. Ahmad brilliantly explained the benefit and how to practice using the proper tools for value creation. I can't wait to implement them in my organization."
- ❑ **Prof. Dr. Raman Noordin, Dean, Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah (UMS):** "Informative and significantly practical approach. The module has opened up 'option' of how an organization can assess 'pain points' and how to strategize."
- ❑ **Prof. Dr. Ainul Jaria Bt Maidin, Director, Office of Corporate Strategy, International Islamic University Malaysia (IIUM):** "Unconventional method in developing ideas to identify weaknesses and strength in an organization. Dr. Ahmad is an engaging and easy mannered person who gave a very clear and simple ways of explaining complicated issues."
- ❑ **Assoc. Prof. Dr. Nornisah Mohamed, Deputy Dean, The School of Pharmaceutical Sciences, Universiti Sains Malaysia (USM):** "I am thrilled to have the opportunity to attend this absolutely wonderful and transformational workshop. I am feeling energized and eager to start using the tools in our next strategic planning workshop."
- ❑ **Wan Abd. Manan Wan Abdullah, Director, Centre for Professional Talent Development, Universiti Malaysia Terengganu (UMT):** "This module helps us to look at problems in a new perspective and understand the need to break the pattern which is the key to success."
- ❑ **Ir. Jaseni Maidinsa, General Manager, Water Service Dept, Penang:** "This is a very useful management tool to identify issues and solutions in any organization. It is carried out in a relaxed and creative manner. The facilitator conducted the exercise expertly"
- ❑ **Lim Pek Bio, Indah Water Konsortium Sdn Bhd.:** "Found the approach refreshing & different from other workshops, inspire new thinking. Well structured workshop – able to encourage creative 'thinking out of the box'."
- ❑ **Norman Hj. Harun, N. Sembilan Water Sdn Bhd.:** "Breaking a pattern in a small thing that can bring a lot of differences in our daily practices. We tend to stick to one routine work and try to avoid changes to be on the safe side. Breaking a pattern will make life more interesting and the team can progress faster with new ideas."
- ❑ **Teh Yeok Sin, Puncak Niaga (M) Sdn Bhd:** "Good method to generate ideas from participants. Able to break the pattern, the normal way of getting idea."
- ❑ **Chin Tain Loi, Standard Chartered Bank, Kota Kinabalu:** "This module opens up my mind with a different perspective. It really works like magic and it helps me to solve most of the challenges that I face in my job and now I can see a clear direction. My sale-team performances normally recorded RM2.1 million and now it has increased to RM4.5 million a month!"
- ❑ **Yeap Ho Aik, LB Aluminum Bhd, Beranang, Selangor:** "I have used the creative techniques to solve a very big problem in my company. Through a multi-disciplinary team that I formed, we have come up with very creative solutions that saved our company more than RM 2 million!"
- ❑ **Jinmin Albat, Sarawak Shell Berhad, Bintulu:** "The tools taught in this module were indeed very practical and valuable. I have applied them to solve a long-standing problem in my current job. Upon attending the module, I could immediately see the creative solution to the problem that I could not see before. As a result, I was able to help Shell to save US\$50,000 (RM 175,000)!"
- ❑ **Saravanan a/I Muthiah, Kobe Precision Technologies Sdn Bhd, Penang:** "I was indeed very fortunate to attend this great module. My company was facing a problem that would conventionally require about RM 150,000 to buy a new machine to rectify the problem. Using the tools that I learnt from this module, I formed a team to find creative solutions to the problem. Finally, we found a truly creative solution that costs only RM100! This solution is still in use until today. "
- ❑ **Zainal Abidin Bin Rahmat, Perodua Sales, Kluang:** "Thank you for your very powerful creative problem solving method. Using your tools, we have increased our sales by more than 61% and has exceeded the HQ's target in the last three months."
- ❑ **Lee Jyh Jing, Solectron Technology Sdn Bhd, Penang:** "I was really impressed with this module. Finally, I have discovered my own brain and how to unleash its power. I have applied the tools to solve a recurrent problems of cooling fan failure that cause massive machine break-down due to burnt-up of CPU card which cost RM15,000 per piece, with only a RM2.00 solution!"
- ❑ **Dr. G. Navindran, Sandakan, Sabah:** "It was an eye opener to a whole new world. It clearly teases our brain to look at the big picture and beyond. We had a glowing smile as we walked out at the end of the module."
- ❑ **Yogaiswaran Kandiah, Maxis Berhad, Kuala Lumpur:** "I need to be truthful in confessing that I was too confident that I knew the content of the module well considering my number of years of experience in the job and numerous course exposures that was attained. Surely my assumptions were completely denied with the theory, facts and deliverables that were presented by Dr. Ahmad. May God blesses you for the sincere and spectacular delivery."
- ❑ **Idarahayu Ayob, Multimedia Dev Corp:** "It was fun and fulfilling but most importantly, it helped to open my eyes that I actually have the potential to succeed far beyond what I can imagine. This is one module where I don't even want to blink for fear I might miss something very significant in my life."