

**Grace Mei Sien Wong**

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**Summary**

Dynamic, results-oriented leader with a strong track record of performance in new setup and turnaround of high-paced educational organisations. Utilise keen analysis and insights and team approach to drive organisational improvements and implementation of best practices. Superior interpersonal skills, capable of resolving multiple and complex (academic, sales, marketing, human resources, financial, operational) issues and motivating staff to peak performance.

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**Professional Experience**

**Aug 2016 – Current**      Freelance Education Operations, Programme Development  
Regulatory and Quality Assurance Consultant.

Provided fiscal, strategic and operational leadership to reduce indebtedness and improve operating results. Revamped internal procedures and controls, reorganized/ reallocated staff and implemented best practices and performance monitoring systems in support of continuous improvement.

Started Fairview University College from base zero, developed 6 new programmes from Pre-U, Bachelors to Masters. Developed the Academic Management system and Business development plan.

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**Oct 2015 – July 2016**      **Fairview International Education Group**

Chief Operating Officer – Operations including Marketing, recruitment and Development of Quality in the group's five campuses. Streamlined the Operating procedures to ensure efficiencies across the campuses.

Also lead in the development of the University College in the group, including staffing and Programme development.

**Sep 2013 – Sep 2015**      **PORTMAN College**

*Chief Executive Officer – Academic and Operations* of the College  
Started from Zero based, developed 15 new programme, Registry system set-up, class & lecture accommodation, computer labs, studios set-up and designed & implemented Marketing campaign to recruit students.

Ran 3 courses that were best subscribed, recruited 115 students for these programmes for the first intake in April 2014.

Student numbers were at 352 after 20 months of operation and revenue was at RM2.1M, with six programmes being taught.

Also taught Principles of Marketing, Principles of Advertising and Principles of Public Relations and Consumer Behavior.

## **Dec 2010 – Aug 2013      Consultant Academic Administration**

Freelance basic for universities and colleges, on Academic Management, Design of Programmes & Syllabus, Quality Audit, Resource Management, Building links & partnerships and global student recruitment.

Turned around an underperforming City University College of Science and Technology, streamlining 3 business units/faculties around a coherent commercial and operational strategy, Updating the Registry systems, University College profitability, producing higher-than-market revenue gains. Winning market share in strategic and emerging international regions, and delivering double-digit growth.

Enhanced the Programmes offered in Erican College, and introduced a streamlined Academic Management system and Registry in the two campuses. Cut operating costs by 35% and increased net revenue by 45% within 16 months, by staff realignment, closing down programmes, increase choice of marketable courses and increased student population.

Head hunted to build a College from zero base.

## **Jan 2007 – Nov 2010      Limkokwing University of Creative Technology**

*Vice President – Academic Administration*, oversee the group Academic Management which included curriculum development, staff training, Registry systems and resources planning for all the seven campuses in Asia, Africa and Europe.

Masterfully transitioned and reorganized failing operations through 2006 corporate Worldwide expansion. Introduced Change Management to all management personnel. Stabilized fragile workforce while achieving unprecedented growth and greatly improved customer service quality.

Achieved the impossible, dramatically improving processes and functionality across the campuses worldwide.

Saved RM3M annually by consolidating campus support of technical and faculty.

Operational costs reduced by 30% overall. Overall profit increased to RM150 mil by July 2011.

Also responsible for all sectors that play a strategic role in the University's International Partnerships and Program Franchise.

Due to health issues of parents, decided to work freelance.

## **Jan 2005 – Dec 2006**

### **Institut Putra**

Joined as a Contract Consultant with a title of *Senior Vice President/Principal* is accountable for setting the academic priorities for the Group's Education Institutions and works closely with the Principals and Deans in overall strategic planning, oversees the development and evaluation of programs, faculty recruitment and retention, and establishes enrolment strategies.

The Senior Vice-President Education also oversees the Group's Institutions and their faculties, their schools, departments and programs, and the library network. In addition to this academic-management role, the Senior Vice-President's portfolio covers a number of academic units or services designed to help students make the most of their university experience or to guide professors in their academic pursuits. These units report to the Senior Vice-President either directly or through an associate vice-president. Examples are the Registrar's Office, the Liaison Office, the Financial Aid and Awards, the Co-operative Education Programs, the Student Academic Success Service, the International Office, the Teaching and Learning Support Service, and the Professional Training Service.

The Senior Vice-President Education is also responsible for all sectors that play a strategic role in the Institute's International Partnerships and Program Franchise. Collaboration with 3 local Universities.

Increased student population by 510% and turned results from \$300K loss to \$50K loss in first year.

Conceptualized and implemented creative and compelling marketing program that increased revenues by 20%.

Head hunted to re join Limkokwing University to enhance efficiency, update academic management systems and profitability.

**Jan 2004 – Dec 2004**

**Universiti Tunku Abdul Rahman**

Joined as a *Contract Consultant* to assist in the preparation for 8 degree programmes MQA accreditation and to develop the Quality Assurance and Registrar Department.

A total of 18 new Bachelor and 2 Masters programme approvals within the first 7 months. 8 degree Programmes gained received full accreditation with NO changes requested.

Increased the efficiency of student admission processing by 75%, by implementing standard entry requirements to cut down verification time.

Head hunted to develop the student population and degree and diploma programmes in Institut Putra.

**Jan 1993 – Dec 2003**

**Limkokwing University College of Creative Technology, Malaysia**

Joined as *Associate Head Of School*, where I reorganised the structure, syllabus and repackage the programmes of the School of Communication. Student numbers doubled within the year. Liaison with the link universities for course development.

Promoted to *Head of School*, July 1994, where I developed and introduced two new programmes, and also improved on the overall systems. The student numbers increased by 120% in 1995, and revenue increased by 250% by consolidating departmental work and student teaching accommodation.

Promoted to *Academic Director*, January 1998. Where my main job function includes academic planning, faculty development and resources planning for the whole Institute which consist of four Schools. I am the team leader in the set up of a new Institute, the Millennium Institute of Technology which teaches franchised programmes in Business & Computing from Middlesex University. Also was the Dean of the Business School. Increased student numbers by 300% and profit to RM10M

July 1999, promoted to *Registrar*, which involves me with the enrolment and database of students, as well as Academic Management and promotions of all the programmes in the Institute. Worked very closely with the Promotions team to ensure that 40% of our students are from the Global Market.

January 2000, promoted to *Vice-President, Registry and Academic Development*, providing leadership in the development of eight new programmes, set up of a new Institute; and upgrade the registry system. I manage a total of 280 academic staff.

During my time as VP, I decreased costs by \$17 million in 3 years without staff layoffs, while improving operating profit from \$800,000 with 0.6% margin to \$19 million with 14.4% margin.

Set up the feeder institution of Wings of Creativity, for Primary and Secondary students. The Academy focuses on English and Science as a form of building up knowledge and self confidence.

In 2003, the University managed a profit of RM50M

I also teach Advertising, Direct Marketing, Public Relations and Economics.

**Jul 1991 - Dec 1992**

**INTI College, Malaysia**

Joined July 1991 as the *Programme Development Executive*, my main function is to assist in setting up the Marketing and Promotions Department for the College

Promoted to Programme Coordinator for the British degree programme in 1992, and I helped developed the links with British Universities and later Australian and New Zealand Universities and marketed new programmes under this scheme. Operational and academic aspects of the management of the Programmes were also under my care.

Established 12 new programme linkages and built up the partnerships with 8 partner universities.

Revamped the External Communication department and updated all promotional materials, from leaflets, prospectus and corporate video.

In 16 months Student population increased by 150% and revenue by 110%.

I also teach Marketing, Economics and Law.

**Jan 1989 - Sep 1989**

**Taylor's College, Malaysia**

Joined as a *Senior Lecturer* in Economics and Business Law. Also taught Marketing, PR and Advertising.

Acted as Student Counsellor, advising students on their educational and career pathways.

Was awarded a scholarship to read for my MBA at Heriot-Watt University.

**Aug 1985 - Dec 1988      Biggs Davis and Associates, Malaysia**

Joined as a *Student Counsellor*, and my job was to counsel students into suitable degree programmes and to help with the application and placement.

Was promoted to *Head of Division – Business Development*, where I directed the company's strategy on market research and promotional activities.

Expanded territorial sales by 150%. Received company's highest marketing award two years in a row.

Developed Excellence In Sales and Team building training courses for the branches in Penang and Melaka.

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**Education**

**Oct 1989 - Jul 1991**      Heriot -Watt University, UK

- **Masters in Business Administration**
- Dissertation topic: School Science/Industry Links

**Oct 1982 – Jul 1985**      Plymouth University, UK

- **B.Sc. (Hons) Economics and Law**
- Dissertation topic: The Airline Industry: Pricing Policy

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**Languages**

English, Malay, Cantonese

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**Interests**

Community work, walks, gardening, travel, and computers.

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**Referees**

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