



LEE LIAN FEY, DANNY

PROFILE

Performance-oriented strategic thinker with 30 years of experience in the OOH, MLM and education industries. A goal-oriented individual with strong leadership skills and a track record of excellent multitasking skills. Proactive self-starter with a track record of initiative, work accountability, job ownership and a reputation for breaking down barriers and making things happen.

AREAS OF EXPERTISE

- Business Development • Sales & Marketing (online & offline)
- Media Relations • Creative & Art Supervision • Event Management
 - Copywriting • People Management • Project Management
- Procurement • Set up Education (K-12 and tertiary) Institutions
 - Strategic Planning & Management

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LINKEDIN

Lianfey Danny Lee

NATIONALITY

Malaysian

EDUCATION

Postgraduate

Ph.D. Candidate (Customer Relationship Management)
Asia e-University, Malaysia

MA in Marketing | 1997 – 1999
Northumbria University, Newcastle, UK

Undergraduate

BBA (Marketing & MIS) | 1990 – 1993
University of Oklahoma, Norman, OK, USA

Secondary

SMJK Keat Hwa, Alor Setar, Kedah, Malaysia

Primary

SJK (C) Keat Hwa (H), Alor Setar, Kedah, Malaysia

COMMUNICATION

Write and converse fluent
English, Malay, Chinese
(Putonghua), and Cantonese.

COMPUTER SKILLS

Computer literate - Microsoft
Office (Word, Excel, PowerPoint,
Publisher), Windows Movie Maker,
etc.

PROFESSIONAL DEVELOPMENT

Emotional Intelligence and Diversity Leadership - Jorge Cherbosque
Ph.D. (June 20-21, 2013)

"The Drama-Free Office" workshop - Jim Warner and Jim Kochalka
(Jan 13, 2012)



PROFESSIONAL EXPERIENCE

XCL Education Malaysia | <https://xcledu.com/>

Country Chief Commercial Officer | Dec 2022 - Present

Position Summary:

Responsible for the performance, strategy and alignment of the company's revenue and commercial operations. Overseeing the functions of admissions, business development, marketing, and customer experience at 7 schools (*Sri KDU Kota Damansara, Sri KDU Subang Jaya, Sri KDU Klang, REAL Schools Cheras, REAL Schools JB, REAL Schools Shah Alam and XCL British International School Penang*); ensure that the interaction between these functions is aligned with the overall strategy of the company.

Yayasan Universitas Pelita Harapan (UPH), Indonesia | www.uph.edu

Chief Marketing Officer cum Acting Chief Growth Officer | April 2019 – July 2022

Position Summary:

- The Chief Marketing Officer (CMO) provides overall leadership for Universitas Pelita Harapan's (UPH) student recruitment, admissions, financial aid programs, retention strategy, and alumni relations. The CMO is responsible for developing and implementing new marketing strategies and leading the sales and marketing team to contribute to the overall growth of the university. The secondary role is to develop overall strategies for alumni relations within the University's list of priorities.
- Acting Chief Growth Officer (CGO) in overseeing Global Partnerships and International Office, Corporate Relations and Career Development, and online course marketplace (Pelita Learning Hub).
- Set up and lead a task force to improve UPH's ranking in the QS Asia University Rankings.
- Taskforce leader in crafting university accreditation roadmap.
- Marketing Adviser to 5 Sekolah Pelita Harapan (SPH), 13 Sekolah Dian Harapan (SDH), 27 Sekolah Lentera Harapan (SLH) and 1 Hope Academy.

City University Malaysia (U.C.I Education Sdn. Bhd.) | www.city.edu.my

Chief Operating Officer | May 2018 – December 2018

Position Summary:

The Chief Operating Officer reports to the Executive Director and is responsible for the efficiency of business.

- To oversee City University's (both PJ and JB campuses) ongoing operations and procedures.
- To fully operate City Academy.
- To fully set up an international school in Southkey, Johor Bahru.

SEGi University & Colleges | www.segi.edu.my

Group Chief Marketing Officer | January 2016 – March 2018

Position Summary:

The Group Chief Marketing Officer (GCMO) reports to the Group Managing Director and is responsible for overseeing the planning, development and execution of sales and marketing initiatives, including revenue and sales growth, expense, cost, and margin control for the group.

Rafflesia Education Group | www.rafflesia.edu.my

Group Chief Operating Officer | March 2014 – December 2015

Position Summary:

The Group Chief Operating Officer (GCOO) reports to the Group Chief Executive Officer in managing and overseeing overall operations of Rafflesia International and Private Schools.



Australian International School Malaysia (member of Taylor's Education Group) | www.aism.edu.my
Head of Finance and Administration (Head of Operations) | June 2011 – February 2014

Position Summary

- Responsible for the strategic and operational management of the finance and administration aspects of the school.
- Fully responsible for the construction of new school building (Junior School) and car park, and renovation project worth RM 26 million in total.
- Responsible for SKIPS - Quality Standards of Private Education (Schools) or Standard Kualiti Institusi Pendidikan Swasta (SKIPS) rating. AISM was rated 5-star.
- Active member in the Council of International Schools (CIS) Accreditation. AISM is fully accredited by CIS.

INTI International University (member of Laureate International Universities) | www.newinti.edu.my
January 1999 – May 2011

- **Associate Vice-President**, Administrative Services (January 2008 – May 2011)
- Senior Director, MarCom & Admin Services (January 2006 – December 2007)
- Director, Admin & MarCom Division (January 2003 – December 2005)
- Manager, Marketing (January 2001 – December 2002)
- Assistant Manager, Marketing (January 1999 – December 2000)

Position Summary

Recruited initially to spearhead the sales and marketing. Advanced quickly to dual role as Director, Administration and Marketing Communications, and again January 2006 to Senior Director, Marcom and Administrative Services. Promoted to Associate Vice-President (Administrative Services) in January 2008 and become a member of the senior management.

Project Management

2006 – 2008 Total facelift of 6 halls of residence (Nilai campus), project worth ≥ RM 10 million.
2006 – 2007 INTI Subang New Campus Development Project – Project Head at conceptual and design phase.
2009 – 2010 Appointed as Project Manager to lead a RM 8 million campus facelift project (Nilai campus).

SETARA University Rating in 2011

Section Leader in leading and producing Section 6 Self-Study Report on Educational Resources. INTI International University was rated 4-star.

Ambery (M) Berhad (Formerly Lasy (M) Sdn Bhd)
Communications Manager | August 1995 – December 1998

Seni Jaya Corporation
Business Development Executive (based in Hong Kong & Guangzhou, China) | July 1994 – June 1995

REFERENCES

Datuk Tan Yew Sing | [m +6012 200 4180](tel:+60122004180)
Chairman and Co-Founder of INTI Education Group; Founder of Rafflesia Education Group

Mrs. Amy Kwong | [m +6012 224 9820](tel:+60122249820)
Former Executive Director, Ambery (M) Berhad





Mrs. Chew Yat Yee | m +6019 389 1683

Executive Vice President/Advisor, Taylor's School Division (Retired)

Ms Hew Moi Lan | m +6012 381 7208

CEO, SEGi University and Colleges (Retired)

Ms Stephanie Riady | m +62 811 1588 785

President/Executive Director, Yayasan Pendidikan Pelita Harapan

About Danny...

Danny, Lee Lian Fey completed his undergraduate studies (Bachelor of Business Administration) at the University of Oklahoma, Norman and his postgraduate studies (MA in Marketing) at Northumbria University, Newcastle. He is currently doing his Ph.D. in Customer Relationship Management.

Danny is a performance-oriented strategic thinker with 30 years of experience in the OOH, MLM and education industries. After his initial five-year career in advertising and promotion, Danny decided to make a change and entered the private education industry in Malaysia. He has worked in several prestigious educational organizations including INTI Education Group, Australian International School Malaysia (a member of Taylor's Education Group), Rafflesia Education Group, SEGi University and Colleges, City University Malaysia, Universitas Pelita Harapan in Jakarta, Indonesia and XCL Education Malaysia. He brings 24 years of hands-on sales and marketing experience (recruiting local and international students), ability to lead multi-million-dollar projects in Marcom and branding campaigns, K-12 school and university operations, campus construction and renovation, etc.

Danny is an expert in designing a customer journey for a brand or product/service, ensuring customers have the most enjoyable experience throughout the journey. Each touchpoint is critical to the customer journey and a seamless transition from one touchpoint to another is the key to success. He is also a hybrid specialist who can lead and manage sales and marketing both online and offline.

A strong leader with a motivational leadership style, Danny has a reputation for building and retaining highly motivated sales and marketing teams. He motivates and guides all levels towards organizational



goals. He is a proactive self-starter with a track record of initiative, work accountability, job ownership, and a reputation for breaking down barriers and making things happen.

Danny is a creative, reliable and passionate change agent with a proven track record of improving efficiency, reducing costs and increasing revenue. He is highly analytical, organized, and a detail-oriented problem solver. He can lead complex projects from concept to fully operational state.

Danny is trilingual, fluent in writing and conversing in English, Mandarin (Putonghua) and Malay. He regularly writes articles for local Chinese newspapers: Nanyang, Sin Chew, and China Press. He is also a creative copywriter (Chinese). A superlative interpersonal communicator and presenter with multicultural experience through extensive travel in Asia.

Danny has strong relationships and an established network with media, advertising, entertainment, event management and production companies. He was the main organizer of the event when President Bill Clinton, Honorary Chancellor of Laureate International Universities, delivered a speech to over 1,000 guests at INTI International University Nilai, on November 12, 2010. This is the most successful high-level international event he has ever organized.

PV Executive Search Sdn Bhd

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