

Profile of Christine Looi Siew Fun



- **CHRISTINE LOOI** MFinPlan, CFP, IFP, CPS, MIM-CPT
- MFinPlan (University of Sunshine Coast, Australia)
- Certified Financial Planner - FPAM, Malaysia
- Certified Islamic Financial Planner - FPAM, Malaysia
- Certified Professional Secretary, USA
- Certified Professional Trainer, MIM & PSMB

Christine has been a Personal Assistant / and Executive Assistant to Managing Director(s) and Executive Chairman for 20 years. She moved on to manage the local chapter of FIABCI – an international real estate association with HQ based in Paris. At FIABCI, her task and responsibilities switched from providing secretarial service to managing the branch office of an international property development association with offices presence globally. She was the editor of the bi-monthly bulletin and has to expand & retain membership base. She adopted prudent budgetary planning and control to manage the local Chapter with no deficit. Events and promotion was also the additional task she has to plan and follow through.

Her greatest challenge while attached as Manager of FIABCI was to promote Malaysia as a favourable destination at world congresses held in London, Singapore and Seville and to attract attendees to the World Congress to be hosted by the Malaysian Chapter.

In year 2000, the flexi hour and home based business module attracted Christine to join the financial services industry. Today she is the Agency Manager with a team attached with CIMB Principal Asset Management Bhd providing wealth planning services.

Presently, Christine is one of the course facilitators / lecturers of SEGi International Bhd for Certified Financial Planner professional certification programme since 2005. She holds a Master certification in Financial Planning with the University of Sunshine Coast, Australia. Her last achievement was certified as a Professional Trainer of MIM – PSMB (Malaysian Institute of Management & Pembangunan Sumber Manusia Bhd).

During the period when Christine took charge to head the course program with Segi, her responsibilities ranged from administrative to marketing, planning, designed and led the undergraduates to outdoor team-building experience.

The profile of Christine's students and audience include MBA students, bank staff, insurance and investment agents and staff. Currently she is also a MQA certified ITPS (Institut Pendidikan Tinggi Swasta) teacher for institutes of higher learning.