

MELISSA ONG MBA, UM-CEC, MIM-CPT

MBA (University of Sunshine Coast, Australia)

Certified Executive Coach (University Malaya)

Certified Professional Trainer (Malaysia Institute of Management)

Accredited ThinkBuzan Licensed Instructor in Mind Mapping, Creativity and Innovation

Accredited Advanced iMindMap Licensed Instructors

A proven leader with a wealth of over 25 years of experience in Brand Communications, Market Research, Organizational Development, Events management, Learning & Talent Development for local and international companies. A credible visionary with the proven ability in developing and leading large and high performance teams that contributed to business growth. Melissa specializes in strategic communications; brand positioning; corporate and product marketing; stakeholder and employee engagement; CSR platforms and social strategy.

Melissa is currently working in Asian Strategy & Leadership Institute (ASLI), an independent private Think Tank ranked top in Malaysia and 4th in Asia Pacific. Melissa is holding the positions of Chief Executive Officer. Prior to the position, she held the positions of Chief Operating Officer, Chief Marketing Officer, Chief Admin Officer and Senior Vice President in ASLI since 2016. In her previous capacity as a senior management member, Melissa is leading a capable team of 20 responsible for the development and execution of 8 business functions contributing to company business revenue – HR, Office Administration, Procurement, IT, Marketing Communications, Sponsorship & Events Sales, Membership Services and International Trade & Business Advisory Centre - a business unit of ASLI to provide investment promotions and trade advisory services to Government of Hong Kong, Bahrain and United Kingdom.

During her 15 years of employment tenure in Taylor Nelson Sofres (TNS), a global leader in custom market research across over 80 countries, Melissa championed and managed the Regional Branding Strategy and Positioning; Multi-country Research Projects; Learning and Development initiatives, Corporate Social Responsibility (CSR) projects and Large Scale Events including C-level conferences and marketing exhibitions across 33 countries in Asia Pacific, Latin America, Middle East and Africa. She managed the TNS University total programme execution. She designed and developed hundreds of social initiatives and community projects not limited to, local but at APAC regional level. Melissa received two Regional Recognition Awards - The John Smurthwaite Award for Expertise & Innovation where she initiated and successfully established a brand communication network across the region to achieve consistency in branding and marketing collaterals and Developing our People Award for enhancing Employee Loyalty among Brand Specialists by formalizing their roles and responsibilities in the company, both awards were received in 2006. In 2007, she received another Regional Recognition Award for Elevating Sensitivities in Corporate Culture where she initiated projects to tackle cross cultural issues across the region.

Melissa holds an MBA from the University of Sunshine Coast Australia. In addition to her academic qualification, Melissa is a Certified Professional Trainer (Malaysian Institute of Management), Certified Executive Coach (University Malaya), Certified MindMap Licensed Instructor (Tony Buzan) in Mind Mapping, Creativity and Innovation, Certified iMindMap Advanced Instructor, Certified Practitioner of Neurolinguistic Programming and Practitioner of Emotional Freedom Techniques (EFT).

With her vast experience and knowledge in corporate social responsibility (CSR) where she spent her last 15 years managing CSR projects regionally. She designed and developed countless social initiatives and community projects. She was awarded the top finalist (commerce) of Malaysian Women of Our Great Times Award for her active social contributions to the public communities. Melissa is a strong advocate of workplace gender equality and women empowerment and served voluntarily in the National Council Women Organisations Malaysia (NCWO) as the Chairman leading the Corporate Women's Network. This group aims to create a strong and steady women's leadership pipeline through personal engagement and professional development so to build advocates within the system who will work towards creating a culture of inclusiveness (for both women and men).