

Novas Academy Sdn Bhd

TRAINER'S PROFILE



Sayful Safuan Ridzuan bin Puddin

TRAINER BACKGROUND

Sayful Safuan Ridzuan bin Puddin is a selected person to be awarded as SUCCESSFUL PEOPLE IN MALAYSIA AND SINGAPORE FOR 2024 by Britshpedia. He possesses a robust educational background, having graduated from the University Malaysia Sabah with a degree in International Marketing, specializing in Marketing with a minor in IT, in November 2011. Currently pursuing a Master of Business Administration at Saito University College, he has set his sights on a Ph.D. showcasing his commitment to continuous learning and professional development.

His experience as a Lecturer for Sales and Marketing at Gain Forlife Academy Sdn Bhd from February 2022 to July 2023 further solidifies his credentials as a trainer. Here, he shared in-depth insights into sales and marketing, emphasizing their crucial roles and showcasing skills in public speaking, written communication, and project leadership. His earlier roles as Project Manager at Grand Teknik Bina Sdn Bhd (OIL AND GAS FOR CONSTRUCTION, IT AND M&E CONTRACTOR) and Director at Merci Consultancy Sdn. Bhd. contributed to his well-rounded skill set in public administration, negotiation, and human capital management.

Notably, Sayful Safuan holds certifications that enhance his suitability for a training role in the retail industry. His certifications include "Train the Trainer" from the Department of Skills Development, Ministry of Human Resources, and "HRDCORP Train the Trainer" from HRD Corp - Human Resource Development Corporation. Additionally, he earned the "Best Trainer Certificate" from the Ministry of Youth and Sports in June 2015.

His entrepreneurial journey as the Founder and Managing Director of Utama Services Enterprise and his earlier roles as Assistant Project Operation Manager Cum Assistant Marketing Manager at Gold Unity and Sales Executive at Aras Perdana Enterprise reflect his versatility and adaptability, making him well-equipped to understand and communicate the intricacies of the retail industry.

Sayful Safuan Ridzuan bin Puddin's rich blend of education, experience, and certifications makes him an ideal candidate for a role as a retail industry trainer, bringing a wealth of knowledge and practical insights to enhance the skills of professionals in the field.