

Novas Academy Sdn Bhd

Trainer's Profile



Gobinath Selvanayagam (Gobein)

Senior Lecturer / Hrdcorp-Accredited Ttt Trainer / Deputy President Of Mfbea / Advisor, Mixology Alliance Of Mfbea

INTRODUCTION

Gobein Selvanayagam is a Senior Lecturer at the Faculty of Business, Economics, and Accounting – School of Hospitality and Tourism, with over 20 years of experience in Hospitality and Tourism. He specialises in Food and Beverage Services, Operations, and Management, marked by visionary leadership, adaptability, and a commitment to excellence. He serves as Deputy President of the Malaysian Food & Beverage Executives Association (MFBEA), Advisor to the Mixology Alliance of MFBEA, and Member of the Sectorial Training Committee (STC) for Hospitality under HRDFCorp. A published researcher and active contributor to industry standards development through the Industrial Skills Framework (INDSF).

LICENSING

- Hrdcorp-Accredited Ttt Trainer
- Food And Beverage Skm & Vto Certificate

TRAINING EXPERIENCES

- Deputy President Of The Malaysian Food & Beverage Executives Association (Mfbea)
- Advisor, Mixology Alliance Of Mfbea
- Member Of The Sectorial Training Committee (Stc) For Hospitality Under Hrdcorp
- Published Researcher And Recipient Of University Scholarly Activity Seeding Grants (2019 & 2020)
- Contributor To Industry Standards Development Through The Industrial Skills Framework (Indsf)
- Extensive Experience In F&B Competitions Including Leadership Roles In Food Hotel Malaysia/Malaysia Culinaire
- Recognised Judge In Food And Beverage Competitions
- Training Expertise: Restaurant Operation Service Techniques, Fine-Dining Techniques, Upselling & Cross-Selling Strategies, Menu Engineering, Cost Control, Food Safety, Ai For Hospitality, Bartending & Mixology, Customer Service Excellence
- Consultations: Kumar's (Beverage Menu), Federal Hotel Internationals (Menu Engineering), Nam Kopi Muar (F&B Services), Rombus Rhombus Connexion (Kitchen & F&B Operations), Corus Hotel (Wine & Spirits), Help University (Customer Service), Cilantro Academy (Mixology)
- Assisted In Developing Certification Programmes For The Hospitality Sector
- Contributed To Strategic Improvement Of Hospitality Training Methodologies

QUALIFICATIONS

- Bachelor's Degree In Hospitality And Tourism
- Master Of Business Administration (Mba)