



Moey Sam Fook

Associate Senior Consultant &
Facilitator

Areas of Expertise

- Business Acumen / Financial Literacy
- Execution Effectiveness
- Leadership Effectiveness

Industries

- Banking
- Insurance
- Healthcare
- Technology
- Manufacturing

Notable Clients

- AIA
- AmBank
- AmMetLife
- Averis
- Columbia Hospital
- Eco World Central
- Green Packet
- HSBC
- Multimedia Corporation
- MRT Corporation
- Ranhill
- Rural Development Ministry
- Steelcase Manufacturing
- X-Fab Manufacturing

About Moey

As a Trainer

Moey brings with him 40 years of accounting and industrial experience of which 36 years have been within the Semiconductor sector, where he worked with three large multi-national manufacturing organizations starting with Harris Semiconductor (US). Then he joined Fico Asia (a Dutch organization) and his last posting was with Vishay Semiconductor in Malacca. A trained accountant, he held managerial positions as Senior Cost and Budget Manager, Regional Controller, and as Finance Director / Country Manager respectively in the various organizations he served.

Although having a formal finance portfolio, Moey developed a keen interest in training early on in his career and has conducted many leadership, executive development and training programs since the mid-80s, working closely with HR practitioners in various organizations he worked with. Notable certifications include being a Master Trainer of the Millennium Financial Awareness and Business Strategy Workshop, a certified DDI trainer, and on the social side, he was a founding member and principal trainer / mentor of the YEP (Young Enterprise Program) that introduced business concepts to 16-year old school children since its inception in 1989. Moey was also the Regional Finance Training Coordinator for the 16 plants in Asia while still at Vishay, and supported the executive talent management programs on mentoring / coaching practices.

Moey's forte, due to his financial background and vast manufacturing experiences, has been to translate everyday transactional activities of all disciplines within the organization into a measurable financial terminology and its impact to the financial bottom line. Moey is an avid supporter of Ram Charan's Money Making Model.

Moey has attended numerous Franklin Covey Programs and was first exposed to The 7 Habits of Highly Effective People back in 1998 and later on attended The 4 Roles of Leadership and the Leadership: Great Leaders, Great Teams, Great Results workshop. Due to its impact upon him personally in his role as leader, he recommended this last training to senior financial managers and country controllers from 16 factories all across Vishay Asia.

Accreditation

Moey has an accounting degree with The Institute of Financial Accountants UK, a marketing degree with The Chartered Institute of Marketing UK, a management diploma with Malaysian Institute of Management and is a certified coach with The Neuro-Leadership Group, Australia.

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MALAYSIA

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