



Mr Raj Kumar

CEO

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Topic: Be the Next Blue Ocean Entrepreneur

Raj Kumar is the CEO of UCSI Consulting Group at the UCSI Blue Ocean Strategy Regional Centre. Having served in several listed Multinational Companies, his forte in consulting is anchored with a sea of experience, ranging from the setting up of business operations to strategic planning, innovation and project execution.

Since his career set sail, Raj has netted the prestigious Chairman's most consistent performer award by Informatics Holdings Ltd and top candidate award for strategic business analysis by NCC Education Worldwide. Amongst Raj's key achievements include being promoted as the youngest Vice President in UCSI Group's history.

Raj was handpicked in 2010 to embark on the Economic Transformation Programme led by the Performance Management Delivery Unit (PEMANDU) under the Prime Minister's Department of Malaysia, where he contributed in writing part of the blue print for Malaysia's Economic Transformation Roadmap.

An excellent communicator with a gifted mind, Raj is a certified Consultant and Practitioner from the Blue Ocean Strategy-Initiative Centre of Professors Kim and Mauborgne, co-creators of Blue Ocean Strategy. The companies he has hooked up in deploying and implementing Blue Ocean Strategy consist of international firms, billion dollar conglomerates and government-lead companies. His portfolio includes the formulation of Blue Ocean Strategies for the No. 1 Global Pharmaceutical company, the largest bank in Asia, the largest media agency in Asia and a mega property development project in the region. Raj was also appointed as the head business coach for the renowned Alliance Bank BizSmart SME Challenge..

Raj holds a Master of Science in Strategic Business from University of Portsmouth (UK), a Postgraduate Diploma from NCC Education (UK) where he graduated top of his class and a Bachelor's Degree with Honours in Information Technology majoring in Project Management from University Tenaga Nasional (Malaysia). Raj is currently a doctoral scholar in Business and Administration at UCSI University.