

TAIPAN MASTERCLASS 2018

KEYNOTE SPEAKERS

KARTHIK SIVA

- World Renowned Strategist
 - Nation Branding Expert
- Chairman of Global Brand Advisory



Described by BBC as the 'Davos of Branding', Karthik Siva has been responsible for introducing some of the world's most influential global leaders like Al Gore and Francis Ford Coppola to Asia, amongst several others.

Karthik's unique talents in melding motivation, leadership, spirituality, philosophy, psychology, and healing skills in all his workshops makes his input invaluable towards creating a business success.

- His talents as a speaker, trainer, and facilitator have been much sought after in Global and Regional forums on brand development, leadership development, employee alignment, motivational themes, corporate reputation, and strategy development.
- As one of the most respected and influential brand strategy experts in Asia, Karthik is often called upon to advice Governments, Ministries, and global and regional brands in matters of strategy.
- Karthik was responsible for helping to develop and execute the world's first in-depth study and segmentation of "Billionaire Mind-sets"

RAY JEFFERSON

- President of Jefferson Group
- Head of National Agency
- Leadership Practitioner



Ray found his passion for leadership during his career in the U.S Military Academy at WestPoint which equipped him with the skills to successfully elevate global corporations, premier non-profit organisations, and government agencies.

The experience he gained serving in leadership positions and talent he garnered for creating customised transformational programmes allows him to help clients be better leaders. His valour and experience gives us a unique perspective on leadership; an essential quality to a successful business.

- While serving as the leader of a Special Forces A-Team, Ray tragically lost the better portion of his left hand while attempting to protect his teammates during a training exercise.
- Although this incident brought a conclusion to Ray's military career, it strengthened his passion for leadership, service, and altruism, especially in situations where transformation or creating new entities is necessary.
- Upon graduating the Harvard Business School with an MBA, Ray was selected as a White House Fellow and worked as a Special Assistant to the U.S. Secretary of Commerce.

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PANEL SPEAKERS

SHAILEE BASNET

- Conquered Mt Everest
- Leader of 'Seven Summits Women Team'
 - Professional stand-up comedian



Born and raised in Kathmandu, Shailee Basnet is a former journalist who has scaled the breath-taking Mt Everest in 2008 and since led the 'Seven Summits Women's Team' to climb the highest mountain in each continent.

- Despite severe socio-economic challenges the team became the first female group in the world to climb all 7 Summits in the year.
- Shailee has now committed to leading programmes dedicated to education and empowerment such as transforming young survivors of trafficking to become trekking guides.
- Following the 2015 Nepal Earthquake, she is also leading recovery of schools in one of the worst hit areas.
- Her talks bring audiences on a virtual journey of the Himalayas as she shares some hard-earned insights.
- She even brightens people's lives as a stand-up comedian, often performing in Nepal and the US.

ALVIN UNG

- Best Selling Author
- Leadership Programme Facilitator and Coach
- Mentor at EY's World Entrepreneur of the Year Awards



Determined to find the best answer to life's important questions, bestselling author and leadership coach Alvin Ung travelled to 10 countries in Asia to learn from 100 purpose-led leaders - and tested their ideas with his family, friends, and clients.

- As a facilitator and coach, Alvin finds joy in creating a safe space where leaders can renew relationships, build trust, and contribute to breakthroughs.
- He has garnered extensive experience from designing leadership programmes for the next generation of top civil servants in Malaysia while working with senior economic officials in Southeast Asia and convening CEOs from 20 large Asian companies.
- He is also the co-founder of Leaderonomics, an award-winning social enterprise in leadership development.
- Alvin is also a mentor and speaker at EY's World Entrepreneur of the Year Awards and twice named as Fellow at Khazanah Nasional, where he studies transformational leadership in Asia.
- He is also the co-founder of Leaderonomics, an award-winning social enterprise in leadership development.
- The work he does also extends to fostering a culture of leadership, spirituality, and creative writing at universities in North America and Southeast Asia.

BETTINA CHUA ABDULLAH

- 2018 EO Taipan Host and Moderator
 - Award Winning Newscaster
- Patron of Free Tree Society Kuala Lumpur



Bettina Chua Abdullah was once told that a singular career path was just not her style; a prediction that rings very true today. The rich variety of her life experiences makes her a rewarding presence at the EO Taipan Masterclass.

- Bettina has garnered invaluable insights in a wide range of industries from her time as an award-winning business news anchor, an independent content producer, a property developer, and a manager of retail and F&B concepts.
- Her many passions have led her to become a devoted student of Islamic art and architecture. She is also the founder of the social enterprise, 'The Free Tree Society' and, most recently, the Fay Khoo Award for Food+Drink Writing.