



Dr. Sharmadas Senasi
(Ph.D.). (DBA), (MBA), (BTEC).
(CIPT) – Cambridge (UK) by MIRM,
Certified International Professional Trainer
TTT Exempted Trainer 2532

Contact: +60123814691 / 0102579619 (Mobile) / 06-3153654 (Home) Email: sharmasenasi@gmail.com

EDUCATION

DOCTOR OF PHILOSOPHY (Ph.D.) –

WILMINGTON METROPOLITAN UNIVERSITY OF UNITED STATES OF AMERICA

- **Emotional Human Behavior Development in Training and Development.**

DOCTORATE OF BUSINESS ADMINISTRATION (DBA)

UNIVERSITY OF DENMARK - INTERNATIONAL BUSINESS SCHOOL OF SCANDINAVIA

- **Tonality Frequencies in Communication for The Hospitality**

MASTERS OF BUSINESS ADMINISTRATION

ASIAN e UNIVERSITY, MALAYSIA

- **Human Behavior Management**

BTEC NAT. PROFESSIONAL CERTIFICATE HOSPITALITY MANAGEMENT AND CULINARY ARTS

BARRY UNIVERSITY COLLEGE WALES, CARDIFF

- **Hospitality Management & Culinary Arts**

CERTIFICATE DIPLOMA

STAMFORD COLLEGE MALACCA, MALAYSIA

- **Hotel Management**

SKILLS AND ABILITIES

MANAGEMENT

- Rectify problems, allowing rapid growth of business and maximum human capital utilization.
- Incredible talent for training & development and learning & development
- Stronghold of management duties in following up job tasks, assignments, training schedules, and applying proper (SWOT) theory, PESTEL, BCG Analysis, and practical usage.

COMMUNICATION

- Great in communication and understanding the proper use of tonality which improves and increases sales and profitability.
- Problem solver with effective communication skills with proper information communication

LEADERSHIP

- The ability to share knowledge with peers or employees and improve their delivery method of work communication.
- Allowing correction for employees to be alerted and show the proper way of delivering their work.
- Able to mentor and guide employees for their career enhancement.

WORK EXPERIENCE

Corporate Professional Trainer (Certified International Professional Trainer ®)- CIPT

Credential Hospitality Sdn. Bhd 2022 till Now.

- Consultant Psychologist – Human Behavior
- Emotional Quotient
- Organizational Behavior
- Leadership Resolution
- Communication – Tonality
- Organizational Behaviors
- Project Management
- Management Operations
- Hospitality Management Operations

Corporate Trainer & Examiner 2019 till 2022 (FREE LANCE)

1. **University College of Yayasan Pahang (UCYP)**
2. **UNIMAS Sarawak**
3. **Wilmington Metropolitan University (US) Delaware**

Lecturing (MBA) Modules in Masters of Business Administration, thesis implementation, and grading thesis or dissertation. Part of the modules is:

- Human Capital Resolution
- Organizational Behaviour
- Project Management
- Marketing for Managers
- Human Capital Management
- Hospitality Management
- Business Communications
- International Business

Resort Training Consultant- 2016- 2020 – (Managing 3 resorts)

(To prepare and conduct consultancy for pre-opening of the resort and by creating enablers, prepare monthly reports.

- 1) **General Manager (Hospitality Consultant) - Sari Pacifica Resort Lang Tengah, Kuala Terengganu**
- 2) **Cocohut Long Beach Resort, Pulau Perhentian Kecil, Terengganu**

Pre-Opening Management) Cocohut Resort Pulau, Perhentian & Cozy Chalet- 150 Room with 185 Employees in this resort my responsibility is as below:

- 3) **Alunan Resort Pulau Perhentian**

Alunan resort with 20 Luxury Rooms (31 employees +-)

- Profit and Loss and ensure the strategic report is handed over to the owner.
- Managing the Resort and Operation with outstanding employee performance, to ensure products and services are impeccable. Outline training outline modules in Hospitality, Management, Strategic Decision making, and Risk Management. To prepare monthly reports and Profit and Loss of the Top Management.
- To manage and conduct training and development for all employees at this current resort, to analyze and coordinate training materials and hospitality development.
- To manage all food and beverage in creating a solution for efficient food production to lower food and beverage cost.

Food & Beverage Manager Coordinator CUM Chief Butler – 2014-2016- Belum Rainforest Resort, Gerik Perak

Belum Rainforest Resort Perak, Gerik with 130 Rooms (75 Employees +-)

- Train and develop professional butlers and coordinate with new training outline for employees.
- The duty also involved in Manager on Duty.
- Manager on Duty
- Prepare monthly and weekly reports.
- Create new menus with local and international themes.

Executive – 2010-2014- THE HERITAGE PHARMACY SDN. BHD NOW KNOWN AS THREE SC HEALTHCARE SUPPLIES with A total of 8 staff in a company

- Managing the operation of the pharmacy in retail and wholesale.
- Achieving targets for sales and marketing.

Lecturer – 2009-2010- TECH-GLOBAL CORPORATE & CORPORATION

- Lecturing Hospitality Management courses include includes Food & Beverage Operation Management, Housekeeping Management, and Front Office Operations.

Building Manager – 2005 – 2009 (CMI- Chief Minister Incorporate Melaka) – Managing 15 staff.

- Managing the building to its optimal level and managing tenants.
- Managing daily maintenance, housekeeping, and security is at the optimum level, overseeing all duties are performed which includes electrical, plumbing, and AHU units are running at optimum level.

JUNIOR ASSISTANT MANAGER- 2004-2005-BROOKLAND HOTELS, BARNSELY SOUTH YORKSHIRE (Contract)

ENGLAND – Total room of 200 with 65 staff working.

- Managing the daily operations of the restaurant and ensuring the bar is in impeccable condition.
- Plan and forecast Sunday Lunch in Yorkshire and ensure the target been achieved.

ROOM SERVICE SENIOR SERVICE MANAGER- 2003-2004 THE FOUR SEASONS LONDON HYDE PARK, LONDON (Industrial Training) a total of 250 rooms and 105 employees.

- To delegate tasks to waiters and part-time employees
- Over-look overall food & beverage department and assist in job assignments

Food & Beverage Captain – 2000-2002 – Riviera Bay Resort, Melaka- A total of 300 Rooms with 120 employees.

- Delegating tasks to waiters and part-time employees to manage coffeehouse, banquet, and room service.
- Overseeing the overall food & beverage department and assisting in job assignments
- Create an appropriate schedule for employees for their job duties.
- Managing the banquet department and room services.

References**Mr. Lim Khoon Seng**

(General Manager – Eastern & Oriental Residence
Kuala Lumpur)

Off Jalan Sultan Ismail, 1 Jalan Tengah, 50450 Kuala
Lumpur

Mobile: 0125731875

Prof. Dr. JayaKumar

MMU Malacca Lecturer 0127271966

Mr. Narendran Maniam

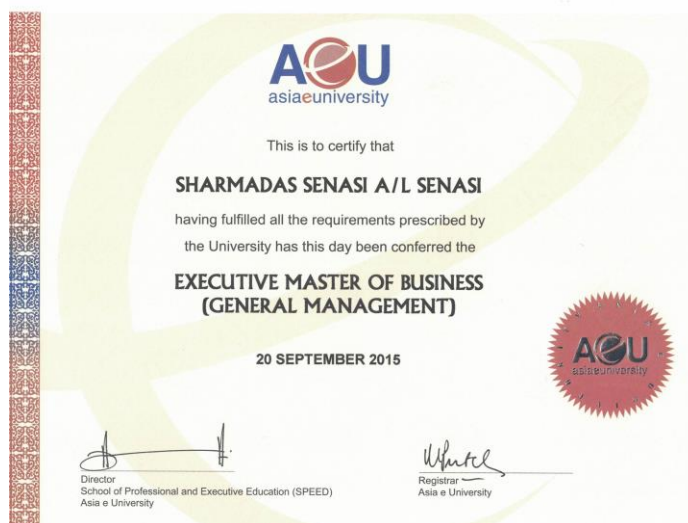
(Professional Hospitality Consultant)

A-19-18, Ascotte Boulevard, Seksyen 6, Bandar
Rinching, Semenyih 43500 Selangor

Contact Number – 0165554571

Email :jackquar@yahoo.com

MBA CERTIFICATION



Code	Modules	Credit Hours	Grade	Point	Grade Point
EMB101	Organizational Behaviour	4	A-	3.67	14.68
EMB102	Project Management	4	A	4.00	16.00
EMB103	Supply Chain Management	4	A	4.00	16.00
EMB104	Human Resource Management	4	A-	3.67	14.68
EMB105	Operations Management	4	A-	3.67	14.68
EMB106	Business Law	4	B+	3.33	13.32
EMB107	Corporate Finance	4	B+	3.33	13.32
EMB108	Global Marketing Strategy	4	A	4.00	16.00
EMB109	International Business	4	B+	3.33	13.32
EMB111	Leadership	4	A-	3.67	14.68
	Total	40			146.68

Name : Sharmadas Senasi a/l Senasi Academic Year : 2014/2015
 IC No : 800509-08-5293 Graduation Date : 20th Sept 2015
 Student ID : SBN6010814001 Nationality : Malaysian
 Programme : Executive Master of Business (General Management)

Total Credit Hours : 40 Cumulative Grade Point : 3.67
 Average (CGPA)

**CONFERRED EXECUTIVE MASTER OF BUSINESS (GENERAL MANAGEMENT)
 WITH THE APPROVAL OF AeU SENATE**

CHAN CW
 Chief Executive Officer
 Bright Learning & Skills Development Centre

NIK HISHAMUDDIN NIK MOHD YUSOFF
 Director
 School of Professional and Executive Education
 Asia e University

DOCTORATE OF BUSINESS ADMINISTRATION

IBSS16/DBA/M/18-03


 THE INTERNATIONAL BUSINESS SCHOOL OF
 SCANDINAVIA

*By virtue of the authority vested herein
 by the Business School Senate, we hereby certify that*

Sharmadas Senasi A/L Senasi
*having fulfilled all the requirements as prescribed by the
 IBSS has on 30 October 2018 been conferred the degree of*


DOCTOR OF BUSINESS ADMINISTRATION




 Martin Nielsen
 President and CEO

The International Business School of Scandinavia


 ASIC
 Accreditation
 Service for
 International
 Colleges


 THE INTERNATIONAL BUSINESS SCHOOL OF
 SCANDINAVIA



International Business School of Scandinavia (IBSS)
 Automatikvej 1, 2860 Soborg, Denmark
 Phone: +45 38 95 04 64 / Website: <http://www.ibss.eu/>

STUDENT TRANSCRIPT

Official Transcript

Student's Name	Sharmadas Senasi a/l Senasi	Date of Birth	09 May 1980
Student's National ID Number	800509-08-5293	Study Period	October 2016 to October 2018
Program of Study	Business	ECTS Achieved	180
Qualification Awarded	Doctor of Business Administration	Date of Award	30 October 2018
Language of Instruction	English	Mode of study	Blended

Code	Module	ECTS	ECTS Grade	IBSS Grade	Quality Points
DBA7013	Strategic Marketing	6	A	72	432
DBA7023	Managerial Economics	6	A	71	426
DBA7033	International Business	6	A	70	420
DBA7043	Advanced Accounting & Finance	6	B	66	396
DBA7053	Organizational Leadership	6	A	73	438
DBA7063	Strategic Management	6	A+	75	450
DBA8013	Research Philosophy	6	A	70	420
DBA8023	Research Methodology	6	A	72	432
DBA8033	Advanced Statistics	6	B	69	414
DBA8043	Multivariate Analysis	6	B	69	414
-	Research and Thesis	120	A	71	8,520
Total ECTS		180	CGPA	70.90	

Signature of School Official Official's Title Date 30 OCTOBER 2018 Raised Seal of School

DOCTORS OF PHILOSOPHY IN PSYCHOLOGY



ACADEMIC TRANSCRIPT

Name	Sharmadas Senasi a/l Senasi	Year	2022
Identification No	800509-08-5293	Level	8 (Doctorate)
Matric No	BNS/PHD/124	Mode	Blended Learning

NO	CODE	COURSE	CREDIT	GRADE
1	DBA1001	Understanding the Organisation through Management & Organisational Theory	5	A
2	DBA2040	Quantitative Research Method	5	A
3	DBA2056	Qualitative Research Method	5	B
4	DBA2073	Applied Research	5	A
5	DBA2086	Creation & Dissemination of Business Knowledge	4	A
6	DBA2090	Project Research 1	4	A
7	DBA2091	Project Research 2	4	B
8	DBA2093	Thesis	8	B



ECICETI
ACCREDITED MEMBER
International Council of Postgraduate Certifications & Learning

CUMULATIVE CREDIT EARNED 40
CUMULATIVE CREDIT COUNTED 40
CUMULATIVE GRADE POINT 143
CGPA 3.58

AWARD DOCTOR OF PHILOSOPHY IN PSYCHOLOGY
STATUS DISTINCTION
DATE 6 MAY 2022

Wilmington Metropolitan University

Wilmington Metropolitan University

To All Persons Be It Known That

SHARMADAS SENASI A/L SENASI

Having completed the prescribed studies and satisfied the requirement for the

Doctor of Philosophy in Psychology

Has accordingly been admitted to that doctorate with all the Rights, Privileges and Honors thereunto pertaining dated this

Six May Two Thousand Twenty Two



Brian Nalisa Hector
PROVOST

Serial No: WMU8506

Wilmington Metropolitan University

TTT EXEMPTED ACCREDITED TRAINER



CERTIFICATE OF ACCREDITATION

This is to certify that

DRSHARMADAS SENASI SENASI

IC NO. 800509-08-5293

has fulfilled the HRD Corp requirements and standard for

HRD CORP ACCREDITED TRAINER

valid from

05 April 2022 to 05 April 2025

This accreditation allows trainers to actively conduct training under various schemes available under HRD Corp platform.



Certificate Id

d0173a62-6e3d-448e-b631-38366af0279d

Verify Authenticity

<https://capai.hrdcorp.gov.my/verify?id=d0173a62-6e3d-448e-b631-38366af0279d>

CERTIFIED INTERNATIONAL PROFESSIONAL TRAINER LEVEL 7



CORPORATE PROFILE

PROFESSIONAL CORPORATE PROFILE

Dr. Sharmadas Senasi CIPT® Senior Fellow Cambridge, PJK.



Dr. Sharmadas Senasi has successfully completed his *Doctorate in Business Administration* focusing towards *Human Behaviour – Tonality in Communication for the Hospitality Industry*, he has obtained 2 professional trainers certification that is [1] Certified trainer from *Human Resource Development Funds (HRDCorp)* and [2] “Certified International Professional Trainer” (CIPT) – Oxbridge, Cambridge UK by MIRM, a Level 7 Trainer.

He is also responsible for training, mentoring, counseling, and coaching for the Industry. He has completed his Doctor of Philosophy in Psychology (Ph.D.) He recently *authored* a book titled “*Tonality in Communication for the Hospitality Industry*”.

Dr. Sharmadas Senasi has 20 years of experience in extensive Business & Hospitality Management, (HR) Training & Development in a multicultural environment. He is backed by strong, decisive senior management leadership in organizations ranging from hotel start-ups to developing a strong teams. His management style is centered on impact-driven managerial skills, psychology, and operations management in the business industry.

He is a convincing speaker and great in communication skills whereby he has successfully trained and developed assets for the industry. His expertise in tonality has created a benchmark for himself, a sense of leadership where he controls the conversation for any business opportunities, lectures, training, or mentoring made him knowledgeable.

Dr. Sharmadas has expertise in hospitality and business education where he strives to improve the level of education and coaching for all of his disciples, he always commits to going the extra mile to ensure good and passionate careers have been chosen for his students. His communication skill has made him a great mentor where students under his wings immerse to be great leaders, his passion for leadership made him generate true leaders for all industry of occupations.

COUNSELING LICENSE



Lembaga Kaunselor Kementerian Pembangunan Wanita, Keluarga dan Masyarakat,
No. 55, Persiaran Perdana,
Presint 4,
62100 Putrajaya

Tel : 03 8323 2523
Faks : 03 8323 2070
Emel : lembaga.kaunselor@gmail.com

REF: LKM/MEM/08/22[01566] No. Sijil – PPP/5293[1015897-K] – KEMASKINI [2]

16th Mei 2023

Kepada:

Dr. Sharmadas Senasi

MYKAD: 800509085293

No 2, Jalan Taman Pantai Emas 4,

Klebang Besar 75200

Melaka

PER: Kelulusan Ijazah CIPT @ Cambridge [Certified International Professional Trainer]

Lembaga kaunselor telah menerima dokumen anda untuk penyerahan bertarikh 18 Ogos 2022 untuk pengecualian sebagai kaunselor amalan di bawah akta pendidikan.

Kami telah menyemak dan membuat keputusan bahawa anda boleh memberikan kaunseling berceramah tapi bawah sekatan Akta Kaunselor – 1998 – “Pesakit Luar” klinikal.

Kami telah memberikan kebenaran kepada anda untuk berunding di bawah tujuan berpendidikan dan kesihatan **SAHAJA**, kerana kami berpuas hati dengan Sijit [CIPT] yang telah anda serahkan kepada Lembaga Kaunselor. Mengikut Akta Kaunselor – 1998, anda dibenarkan untuk sesamasekali menjalankan amalan dimana – mana kemudahan, dan anda dibenarkan memberi **CERAMAH** sebagai **JURULATIH ANTARABANGSA PROFESIONAL**, kelayakan anda dengan ini dikecualikan sebagai penceramah yang layak.

Sekian terima kasih

Berkhidmat untuk Negara.

SAYA YANG MELAKUKAN TUGAS

وان مرزوقي

Prof. Madya Dr. Wan Marzuki bin Wan Jaafar
Presiden Lembaga Kaunselor Malaysia

RECOMMENDATIONS

10th February 2022

To whom it may concern

I have mentored Dr.Sharmadas for a number of years and I have seen him through his hotel consultancy work spread over a number of years which is reflected in his CV.

He is a remarkably industrious individual who has set extremely high standards for himself which has allowed him to achieve a Phd in Human Behaviour (Delaware), a DBA Denmark (Tonality),an MBA Hospitality (M'sia) and one more Prof. BTEC Hospitality (Cardiff, Wales).

All this while he was working as Consultant to three properties to assist in helping improve the operation of those properties which he was successful in doing.

I have much admiration for Sharmadas and I know he will be successful in his future endeavours

Therefore, I have no hesitation in recommending Sharmadas to any senior position in the Hospitality Industry and I know he always has the hearts of the staff as his primary concern as he is a very fair and professional man with integrity as one of his main qualities.

Sincerely Yours
Ivo R.Nekvapil
JP (Qual) Qld.
Commonwealth Celebrant
Chairman Motivan Sdn Bhd. Rtd

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Signature digitally authorised.