LIEW CHONG SING

CERTIFIED SCRUM MASTER, SAFe 6.0 POPM
CERTIFIED AWS CLOUD PRACTITIONER

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Profile: Linkedin

☰ OBJECTIVE

Highly accomplished project management and administrative professional with 10+ years of experience in leading projects, optimizing processes, and driving results in diverse environments, including education and technology. Proven ability to manage multi-million-dollar projects, engage stakeholders, and implement innovative solutions. Seeking a leadership role in Customer Success or Onboarding Strategy, where I can apply my cross-functional experience, emotional intelligence, and process optimization skills to drive client satisfaction, retention, and growth.

🎓 EDUCATION

Master of Science in Psychology | Liverpool John Moore University, UK

(Financial aid under UNICAF)

Completed 2025

human behavior in technology adoption and change management

BA (Hons) Music | Middlesex University, UK

COMPLETED 1999, Convocation 2000.

💼 EXPERIENCE

PROFESSIONAL EVOLUTION

Project Manager (Product & Programme Scope),| Axrail Sdn. Bhd.

15/05/2024 – present

Leading AI Innovation & Digital Transformation

Key Achievement: First Malaysia-owned company to obtain AWS Gen-AI Competency

Strategic AI Projects:

- **RAG Projects Leadership**: Directing multi-million-dollar RAG implementations across Malaysia and Singapore, focusing on AI foundations for commerce, fund, and capital management
- **Predictive Analytics Development**: Leading ML algorithm implementations for process automation and AI-driven customer solutions
- **Enterprise AI Integration**: Spearheading enterprise search solutions and image chatbot development

Technical Implementation:

- **Cloud-First Architecture**: Managing multiple commerce and finance projects with AWS integration
- **System Integration**: Full-cycle ERP & SAP implementations including development, UAT, security, and deployment
- **E-commerce Platforms**: End-to-end development including payment gateways, inventory management, and CRM systems

Business Impact:

- Consistently delivering projects on-time and within budget through proactive timeline management
- Facilitating external customer meetings and ensuring alignment with funding requirements
- Coordinating cross-functional teams across diverse technical and business domains

Customer Success & Onboarding:

- Onboarding workflows (e.g., ERP, academic systems, e-commerce platforms)
- Customer engagement and retention strategies (e.g., stakeholder alignment, compliance)
- Escalation handling and client advocacy (e.g., graduation coordination, audit readiness)

Digital Tools & Scaling:
- Enabled scalable onboarding and adoption workflows using Jira and cloud-based platforms
- Leveraged digital tools to streamline customer feedback loops and reduce onboarding time
- Applied cloud-first architecture to support multi-region deployments and customer growth

Skills
1. **Operational Fluency**:
   - Cross-functional coordination during platform migrations and academic system transitions
   - User Acceptance Testing (UAT) facilitation and feedback loops
   - Stakeholder communication bridging technical teams and academic leadership
   - Familiarity with system workflows: academic portals, research databases, and service management tools
   - Artifact-driven troubleshooting
   - Rhythm-aware documentation and process mapping for system adoption

2. **Software Suites and Platforms**:
   - Microsoft and Google Suites, AWS (Certified Cloud Practitioner), Jira

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FOUNDATION BUILDING | Educational Leadership Roles (2014 – 2024)

Manager, Registrar Office | UCSI University

09/2023 – 05/2024
Scaling Operations & Driving Digital Transformation

Job Responsibilities:

Operational Excellence:

- Managed 15 faculties, 150+ programs across 4 campuses (10,000+ students)
- Led cloud migration initiative in 2023, transitioning critical systems for enhanced security and efficiency
- Optimized database systems
- Coordinated biannual graduation ceremonies for 2,000+ attendees

Compliance & Reporting:

- Managed 20+ reporting portals
- Established communication channels with 110+ countries for international student compliance
- Implemented student record management system with seamless data migration

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Assistant Manager, Faculty of Business and Management| UCSI University

12/2014 – 08/2023
Building Expertise in Complex Project Management

Multi-Project Leadership:

- Simultaneously managed 12 academic compliance accreditation projects (100% success rate)
- Oversaw 6 departments and 40+ programs across 4 campuses
- Led internal (ISO) and external audits (MQA, CILT) with 100% compliance

Process Innovation:

- Lead the design of comprehensive curriculum development projects balancing faculty, industry, and regulatory requirements
- Implemented digital transformation initiatives, transitioning manual processes to digital systems
- Achieved improvement through administrative workflow optimization

Strategic Data Management:

- Managed data collection for national/international rankings (MyRA, SETARA, QS)
- Provided critical insights for executive decision-making through strategic data analysis

Team Metrics & Coaching:

- Led a team of 76 members across 6 departments, across 4 campuses.
- Conducted regular performance reviews and one-on-one coaching
- Improved team delivery timelines by Z% through structured planning

Achievement: Best Administrative Staff of the Year

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SKILLS

Project Management & Leadership
- Full Project Lifecycle Management
- Agile & Scrum Methodologies
- Strategic Planning & Execution
- Cross-functional Team Leadership
- Change Management
- Risk Management & Mitigation
- Stakeholder Engagement
- Resource Allocation & Budgeting

Technical Skills
- Database Management
- Cloud Solutions (AWS Certified Cloud Practitioner)
- Data Analysis
- Process Automation
- AI Implementation (RAG)

Administrative & Compliance Skills
- Policy Development & Implementation
- Compliance Management
- Audit Coordination
- Regulatory Reporting

Interpersonal & Communication Skills
- Communication & Negotiation
- Problem-Solving
- Critical Thinking

Activities

1. Project lead for "Emution" – Healthcare app (in progress, PhD research topic)
2. Volunteer Counselor for 'Vibes', a Top 10 counseling app in Malaysia
3. Volunteer for Cansurvive Malaysia Group (Cancer survival support group)
4. Volunteer for Psychological First Aider, Blueroom Care (Mental Health support group)
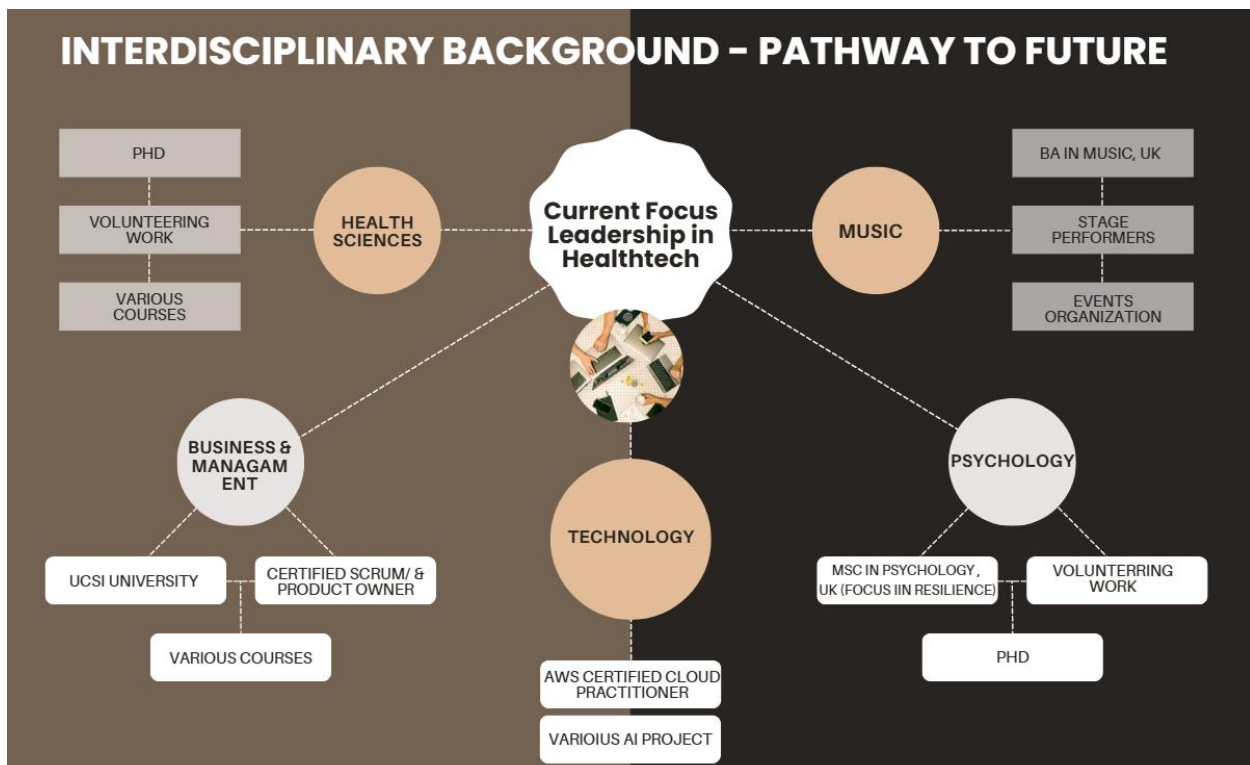
APPENDIX: Reference

REFERENCE

Reference 1

Full Name   : Associate Professor Ts. Dr. Choo Wou Onn

Position   : Pro Vice-Chancellor, Cross-Functional Centre

Company   : Inti International University

Email   : choowo@gmail.com

Phone   : +60 12-663 8700

Relationship   : former Deputy Dean, UCSI University

Reference 2

Full Name   : Professor Dr Cham Tat Huei

Position   : Deputy Dean, Graduate Business School, UCSI University

Company   : UCSI University

Email   : chamth@ucsiuniversity.edu.my

Phone   : +6012-382 3811

Relationship   : working colleagues, UCSI University

Overview: INTERDISCIPLINARY BACKGROUND– Pathway to Future

APPENDIX: Academic Involvement

<u>Involvement of MyRA, SETARA, QS Ranking</u>

Led end-to-end requirement gathering, project coordination, and curriculum development for education-based initiatives, ensuring timely delivery and go-live readiness. Played a key role in aligning stakeholders, managing timelines, and driving project milestones - providing a strong foundation for transition into project management.

MyRA	SETARA	QS Ranking
Research Publications with Scopus and Web of Science details.	Staff Profiles	Academic/Employer Contact
Grants	Professional Membership	Headcounts
Consultancy Projects/Patents/Commercialization	Awards/Working Experience/Recognition	Inbound/Outbound
MoU/MoA		Research Publications
Staff Profiles		Ranking Collaboration
Professional Membership		
Awards/Stewardship		

<u>Involvement of MQA and MOHE's programme's accreditation (Preparation of the Documents and MQA visitation)</u>

MQA-01 Provisional	MQA -02 Full Accreditation	MQA -04 Compliance Audit:
Bachelor of International and Sustainable Business (Honours)	Bachelor of Science (Hons) Finance and Investment	Diploma in Management
Bachelor of Financial Technology (Honours)	Bachelor of Arts (Hons) Supply Chain Operations Management	Diploma in Logistics Management
Bachelor of Business Analytics (Honours)	Diploma in Finance	Bachelor of Arts (Hons) Accounting
Bachelor of Human Capital and Strategies (Honours)	Bachelor of Financial Economics (Hons)	Bachelor of Arts (Hons) Accounting and Finance
Master of Philosophy (Business and Management)	Bachelor of Arts (Hons) Entrepreneurship	Bachelor of Arts (Hons) Marketing
Master of Digital Marketing	Master in Business Administration (ODL) (First 5 institutions who obtained accreditation in ODL programme)	Bachelor of Arts (Hons) Business Administration
	Doctor of Philosophy (Business and Management)	Bachelor of Arts (Hons) Logistics Management
		Bachelor of Arts (Hons) Actuarial Science
		Foundation in Arts
		Master in Business Administration
		Master of Science in Logistic Management
		Doctor of Business Administration

APPENDIX: Certification

💼 *CERTIFICATION OF COMPLETION/ATTENDANCE*

Institute/University/Organisation	Date/Year	Issued by
AWS Educate Introduction to Generative AI	March 2025	AWS
Certified SAFe 6.0 Product Owner/Product Manager	April 2025	Scale Agile. Inc.
Certified Scrum Master	August 2024	Scrum Alliance
Certified Cloud Practitioner	January 2024	AWS
Google Women in ML	9 December 2023	Google
AWS Awesome Day	16 November 2023	AWS
Certificate of Attendance – Data collection and management of e-IPTS portal	October 2023	Kementerian Pendidikan Malaysia
Harm Reduction Conference	August 2023	UNESCO, NSHR
AWS Summit Asian	6 June 2023	AWS
AWS Innovate Data and AI/ML Innovate Edition	February 2023	AWS
A.I. with Deep Neural Network in Wolfram Language	November 2022	OEMS Intipaka
Data Analytics for Full Reskilling programme	September 2022	Air Asia & Google
Introduction to Data Analytics	Aug 2022	Simplelearn
Research Data Management: Why it matters and how to manage	July 2022	Elsevier
AWS Builder online services	July 2022	AWS
Emergency Response Team (ERT) Training	Jan 2022	Malaysia Polis Diraja
Motivational interviewing in brief consultations	18 April 2021	British Medical Association
Getting Started in Google Analytics	7 March 2021	Google /Coursera
UCSI Practical Data Science workshop (Certificate of attendance)	October 2020	Techsource, Malaysia
Neuroleadership and conceptual approaches in educational neuroscience	1 August 2020	Central Queensland University /Futurelearn
COVID-19: What You Need to Know (CME Eligible)	9 Jun 2020	Osmosis /Coursera
Covid-19 Contact Tracing	23 May 2020	British Medical Association
Disease Cluster	8 May 2020	John Hopkins University / Coursera

Understanding Resilience in the Workplace	May 2020	British Medical Association
Introduction of Coronavirus 2019	May 2020	British Medical Association
Infection control – Including basic personal. protective equipment	May 2020	British Medical Association
How to calculate treatment risks and help patients make informed decisions	May 2020	British Medical Association
How to achieve a Healthy Work-life Balance	May 2020	British Medical Association
Guideline focus: Covid-10 rapid guideline on critical care (NICE)	May 2020	British Medical Association
Emotional Intelligence	May 2020	British Medical Association
Epidemics, Pandemics and Outbreaks	4 April 2020	University of Pittsburgh / Coursera
Workload and Time Management	April 2020	British Medical Association
Covid-19: Tackling the Novel Coronavirus	26 March 2020	London School /Futurelearn
Plagues, Pestilence and Pandemics: Are you Ready	14 March 2020	Griffith University / Futurelearn
How Google Does Machine Learning	9 Jun 2019	Google /Coursera (Financial Aid)
Serverless Data Analysis with Google Big Query and Cloud Dataflow	29 April 2018	Google /Coursera (Financial Aid)
Music Business Foundations	23 April 2017	Berklee College of Music/ Coursera