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# Dr. YEW KAM KEONG

## CEO & Chief 'Mind Unzipper'

Dr. Yew Kam Keong (known as Dr. YKK), the founder President & CEO of Mindbloom, is an international speaker, trainer, consultant and best-selling author in the field of creativity. He is a scientist by training and was responsible for the conceptualization, planning and implementation of the National Science Centre project in Malaysia. He had visited close to 50 science centres throughout the world.

He has served as an adviser on creativity to the Mauritius Government, Zimbabwe government, Young Presidents Organization (YPO), TECAsia (world's largest organisation of CEOs) Shell, Intel Technology, Texas Instruments, Malaysian Institute for Corporate Governance, Malaysian Institute of Accountants, Bank Negara Malaysia, ICI Paints Asia, and Novozymes. His governmental experience has helped him develop his popular talk on "Building a Creative Nation", created specifically for government organisations and departments.

In recognition of Dr. YKK's expertise, the world famous toy company *Lego* appointed him as a member of its eight-member international panel of creativity experts for its global creativity project, the *Next Generation Forum*. He was an adviser to the president of the International Federation of Invention Associations (IFIA) based in Geneva, Switzerland and is also a member of the prestigious *Commonwealth Partnership for Technology Management (CPTM)*, a *Smart Partnership* of government and business leaders based in London, U.K.

He had also served as a strategist in Malaysian Industry-Government Group for High Technology or MIGHT, the strategic think-tank for high technology at the Prime Minister's Department of Malaysia. He was also the former national organizing secretary to the *Langkawi International Dialogue for Smart Partnerships*, an event attended by government, (including Prime Ministers & Presidents of participating nations) and business leaders (Chairmen, CEOs and top executives of multinational corporations). He had written papers and speeches for government leaders including Federal and State Ministers.

During his more than 30 years with the government (including the Department of Science, Technology & Environment and the Prime Minister's Department), the corporate sector, and professional bodies, Dr. YKK has accumulated wide-ranging experience in the field of technology and quality management, project management, laboratory management, strategic management, and corporate communications.

Dr. YKK served on the Panel of Judges for the *National Inventor's Award* and the *National Science Award*. He was the chairman of the panel of judges for many national invention competitions for students including the BP Challenge, an initiative of the multi-national company, Beyond Petroleum and the *International Science and Engineering Fair* sponsored by Intel.

Dr. YKK is also an instructor for the world-famous program "*Business School for Entrepreneurs*" organised by the Excelled Business Schools of USA. He is former president of the *Malaysian Association of Professional Speakers*, a founder member of *Malaysian Mensa* and the *Malaysian Invention and Design Society* and a Life member of the *XL Results Foundation*.

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Dr. YKK has written and published 10 books on creativity. His best-selling book (reprinted 9 times) “*You Are Creative-Let Your Creativity Bloom*”, has received the endorsements of CEOs, professionals, managers, students, teachers, parents and other prominent personalities from all over the world. His other books include: “*Creative Business Challenges –Innovative Business Solutions*” and “*Nurturing Creative Children.*”

Dr. YKK has presented talks at national, regional and international conferences, including the Organisation of Islamic Countries (OIC), *Young Presidents Organisation (YPO) International Conference* and the *7<sup>th</sup> World Chinese Entrepreneur Convention, Global Summit of Professional Speakers, International Education Conventions and Science & Technology Congress*. He is the only person from SE Asia to be appointed as a judge in the world’s biggest and possibly the most prestigious *International MBA Innovation Challenge Competition*.

**Dr YKK can deliver a powerful and insightful tailored keynote speech or creativity session for the corporate and public sectors.**

Dr.YKK has presented talks including keynote speeches at many national, regional and international conventions. He has presented talks to CEO functions organized by professional organizations and Chambers of Commerce as well as at in-house top executives meetings.

## **CLIENT FEEDBACK**

*“You have addressed our challenges during your talk and provided creative inputs on how they could be met. You have facilitated a wonderful ‘wild ideas’ generation session on building synergies between business units and then toned it down for possible practical implementation. The entire session was highly inspiring and gave us valuable insights into the tools for creativity and how to apply them in our business.”*

**Siemens Malaysia**

*“When comes to churning out creative solutions, Dr YKK wouldn’t take ‘no’ for an answer - even for the toughest business problems. In our case study of an ailing company, I thought the business problem we had chosen was insurmountable. After going through the creative session, we saw so many possibilities. We didn’t just see the light at the end of the tunnel – the entire tunnel was brightening up. There are so many things we can do to change almost every aspect of the business.”*

**Pannasoft Technologies**

*“Dr.YKK’s talk is profound, creative and highly provocative - just what our company needed. It was profound because he was able to match our three-pronged strategic plans to the three dimensions of innovation. He provided practical creative inputs to our business development and then provoked us to take specific actions. His passion and commitment to us shone throughout his presentation. I found his presentation captivating and transformational.”*

**Dataprep Holdings**

*“Your session provided us with invaluable inputs to our marketing strategy. You were skilled in facilitating and guiding our team on the generation of ideas followed by practical comments on how to enhance these ideas for further implementation. Your creativity is truly inspiring!”*

**Cerebos (Thailand) Ltd.**