

Raj Kumar



Raj Kumar is the CEO of UCSI Consulting Group. 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.

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, a leading education institution in South East Asia and a mega property development project in the region. Raj has also has conducted programmes on Blue Ocean Strategy across North America, Middle East, Africa and Asia Pacific, interacting with participants from over 25 countries.

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 majoring in sustainable innovation.

FEEDBACK FROM PAST PARTICIPANTS:

"Raj made us think and took our strategies out from Red Ocean to the Blue Ocean" – *Rehan Umer, National Sales Manager*



"This was a great learning experience as we are also in the phase where we want to expand" – *Ghazanfar Farooq, Trade Marketing Manager*



"Excellent experience! We can implement the learning in our day to day activities to create more blue oceans" – *Syed Shaukat Abbas, Country Head Consumer*

