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## MARK SEOW

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*Scan QR Code above for Mark's detailed portfolio on LinkedIn*

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## LEARNING FACILITATOR & DESIGNER / EVENTS HOST / ACTOR

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Mark Seow is an educator, actor, emcee, and aspiring sculptor. After 20 years in corporate training and the hospitality business, Mark woke up to new beginnings one morning and decided to explore his options in pursuing his love for performing in 2015. He has since appeared in numerous short films, TV Commercials and TV dramas locally. His passion to engage audiences lands him his theatrical debut as “Charlie” in Emily the Musical, and currently a co-owner and actor in a theatre company called “Wag the Dog Theatre Ltd”. At current, and aside to performing, he is engaged by NTUC Learning Hub in an associate training capacity, and The Creative Experience as a learning consultant & trainer. He is most passionate in sharing concepts and models in ‘micro-jobbing’ and ‘maximisation of opportunities in the 4<sup>th</sup> industrial revolution’, and in guiding individuals in lifelong learning strategies and the requisite soft skills to gain and action upon in the age of disruptive technology. He does this actively through Executive Workshops in helping job-seeking professionals, training inmates as part of their reintegration within the Singapore Prisons System and through public programmes.

Mark Seow holds a Master in Training & Development awarded by Griffith University, Bachelor of Science in Travel Industry Management from the University of Hawaii at Manoa, and Diploma in Hotel Management from the Singapore Hotel and Tourism Education Centre (SHATEC). His background in front-line operations and service management in the hospitality sector spans over 10 years, in establishments such as the Royal Hawaiian Hotel (Starwood), The Beaufort Sentosa in Singapore, The Mandarin Hotel Singapore, Enterprise Rent-a-Car,

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amongst many other commercial establishments.

A professionally qualified learning & development professional under the Work-Skills Qualifications (WSQ) Framework of Singapore, Mark has attained the Diploma in Adult & Continuing Education (DACE) and the ACTA (Advanced Certificate in Training and Assessment). Mark possesses a multi-faceted career in all aspects in internal and institutional learning & development engineering, from actively facilitating classroom training and workplace assessments in soft-skills, occupational competencies and leadership to the design and development of competency maps with a multitude of stakeholders leading to relevant workplace curriculum and other learning solutions that achieves objectives.

Within the retail industry, Mark has held the position of Country Trainer at Louis Vuitton where he had led the planning, facilitation & assessment of total organisational level learning for 300+ employees. In the duration of the role, he had developed, customised and implemented learning strategies within Singapore in close alignment to business initiatives from Louis Vuitton Paris. The programmes include a full suite of retail training from Point of Sale/Retail Management Systems, Customer Relationship Management, Inventory Management to Sales Performance. His achievements also include the designing and implementing an internal coaching framework integrating in-depth skills enhancement in salesmanship, experiential exposure to luxury lifestyles and producing observable results on behavioural and sales performance, leading to sustained staff/talent retention levels.

His most recent role in the National Council of Social Service involves him in managing a team with the portfolio that includes over 150 WSQ and non-WSQ certifiable courses, and in ascertaining national





training and non-training interventions for the social work sector nationally. He has been instrumental in setting up training management systems and processes within the Social Service Institute, in alignment to WDA-WSQ compliance requirements and in close liaison with stakeholders that include governmental bodies and volunteer welfare organisations.

He considers his strengths as someone who has broad strategic vision, excellent communicative skills with diverse decision makers and stakeholders, with nimble adaptability & creativity in handling complexities and ambiguities in providing with solutions. His experience in the hospitality industry which over the course of his L&D career, instilled a deep ingrained people- first mind-set in daily work, with the intent to always endeavour to exceed service experiences.



## QUALIFICATIONS

• Master in Training and Development	Griffith University, Australia
• BSc in Travel Industry Management	University of Hawaii, USA
• Diploma in Adult & Continuing Education (DACE)	Institute of Adult Learning (IAL)
• Advance certificate in Training & Assessment (ACTA)	Institute of Adult Learning (IAL)

## PROFESSIONAL CAREER HIGHLIGHTS

### **Learning Designer & Facilitator, 2015 – Current**

#### NTUC Learning Hub

- WSQ Soft Skills Suite of Programmes for public and corporate groups
- WSQ Leadership & People Programmes
- WSQ Retail Programmes
- Executive Workshops for job-seeking professionals
- Skillsfuture Digital Workplace Programmes
- Clients include:
  - Singapore Prisons System,
  - SMRT,
  - Senoko Energy,
  - Deutsche Bank
  - Keppel Shipyard
  - Keppel Fels
  - National University Hospital(Oncology)
  - St. Regis Hotel Singapore
  - Egg Story Digital Animation School
  - NTUC Healthcare
  - SEED Institute,
  - Katoen Natie Logistics
  - NOK Asia

#### The Creative Experience Pte Ltd.

- Bespoke Programmes in Innovation, Creativity and Entrepreneurship for corporate groups
- Workplace Learning and Development Consultancy
- Clients include:
  - ASTAR
  - Daimler
  - Starhub

### **Professional Actor, Events Host 2015 - Current**

#### STAGE/MUSICALS/THEATRE

- Wag The Dog Ensemble - Multiple Productions - Upcoming production in 26 June - 10 July 2017 ("The Memory of Water" - currently in production)

- AndsoForth - "Alice in Wonderland" Theatre Dining Show: Role: "Frog Footman" (11 Dec 2016 to 1 April 2017)
- Singapore Tamil Theatre and Film Explorers (S.T.T.F.E) - Sikhs of Serangoon - Role: "Towkay Tan" (Public Community Performance - 27 August 2016)
- Music Theatre Live! (MTL) - Emily (The Musical) - Role: "Charlie: Emily's son & Ensemble" (8 Performances from May 20 - 26 2016)
- Music Theatre Live! (MTL) - Emily of Emerald Hill (The Musical) - Role: "Charlie: Emily's son & Ensemble" (2 Performances: June 25 2016)

#### ACTING CV (COMMERCIALS)

- TVC - Ministry of Social & Family Development (MSF) Juvenile Delinquency Short Film - "Mr Tan - Inspiring Boy's Home Counsellor" (March 2017)
- TVC - Immigration & Checkpoints Authority Singapore (ICA) Anniversary Video - "Drug Trafficking Suspect" (March 2017)
- Cable TV - Starhub E-City Promo "Boxing Referee" (Feb 2017)
- TVC - Ministry of Manpower (MOM) "MOM Health Serve Video" - "Tired Foreign Worker" (Jan 2017)
- TVC - Ministry of Social & Family Development (MSF) "Family Violence Awareness Video "First Steps" - Lead & VO: "Abusive Father" (Oct 2016)
- Online FTA - Guinness "Demand More" - Lead: "Unsatisfied Man" (Oct 2016)
- TVC - HDB - Supporting: "Engineer" (Sept 2016)
- Online FTA & Print - POSB - Lead: "Kungfu Master" (Sept 2016)
- Online FTA - "Empty Spaces: Samaritans of Singapore (SOS) - Supporting: "Widowed Father" (Sept 2016)
- Online FTA - Early Childhood Development Agency (ECDA) - Supporting: "Father" (August 2016)
- Online FTA - Digital Real Estate Agent (DREA) - Lead: "Father" & VO (June 2016)
- TVC - Mirum Digital Agency - Lead: "Businessman brings Japanese client to KTV" & VO. (April 2016)
- TVC - IDA - Lead & VO: "Businessman with idea" (Jan 2016)
- TVC - Ministry of Education - Lead: "Teacher"
- Swensens Christmas Video Promo & Global Food Explorer Hunt - Lead: "Food Host" & VO (2015)
- TVC - Tripatite for Fair Employment Practices(TAFEP) (2015)
- Singtel TVC & PRINT ADS – Lead: "Father" Link: Singtel Circle” (2015)

#### ACTING CV (FILMS & DRAMA)

- Little Red Ants Studio - Docu-drama: "Gangster Turns over new Leaf" Role:"Mr K (Inspirational Boy's Home Counselor" (2017)
- Ministry of Education NIE Internal Training Video (Career Counseling) - Role:"Mr Chan (Principle)" (2017)
- Ministry of Education NIE Internal Training Video (Direct School Admission) - Role:"Mr Wee (Father)" (2017)
- Mediacorp 8 -118 Season 2 - Role: "Customer with Dialogue" (2017)
- Channel News Asia - Documentary: "SILVER CITY : The Future of Aging" Role:"Present day Male" (2016)
- Menarini - Corporate In-house Video - Role:"Corporate Client" (2016)

- SAF - Corporate Training Video (Para-Counselling Positive/Negative Scenarios) - Role: "Captain Poon" (2016)
- Mediacorp SURIA - Interns Season 2 (2016) - Role: "Doctor"
- Docu-Drama 'Pleonexia' - Temasek Polytechnic - Role: "Ah Long Boss"
- Mediacorp 5 - Crimewatch Episode 2 (2016) - Role: "Jia Yuan - Drunk Friend"
- OKTO - Origami Samurai - Role: "Jin's Father" (2015)
- Mediacorp 5 - Tanglin - Role: "factory worker" (2015)
- Mediacorp 8 - 小咖大作战 - Role: "Cameraman" (2016)
- Mediacorp 8 - 钱来运转 - Role: "Bobby's friend" (2015)
- Mediacorp 8 - 志在四方2 - Role: "Outdoor Crew" (2015)
- Mediacorp 8 - 真探 - Cold Case Investigators - Role: "CID policeman" (2015)
- Mediacorp 5 - Crimewatch Episode 9 - Role: "Jibby: VIP Car Sales Person" (2015)

Manager, Training & Development at Social Service Institute, 2014 -2015

- Manage portfolio of over 150 courses for the social service sector that include the use of varied pedagogical approaches from e-learning, classroom facilitated learning to formation of Community of Practices
- Leads team in curriculum instructional design projects to implementation in consultation with stakeholders that include the Ministry of Social & Family Development and Voluntary Welfare Organizations in various sectors.
- Conceptualize, plan and implement institutional educator engagement blueprint comprising of varied learning events, talks and special interest groups
- Established recruitment, selection and validation process within institute for educator recruitment
- Established, implemented and managed educator database
- Established, implemented searchable educator database, searchable by domain expertise for ease of programme assignments
- Advocate, facilitate & assess internal capability development via customized workshops & coaching
- Lead mapping of non-accredited programmes to accreditation frameworks from Workforce Development Agency(WDA)

Country Trainer at Louis Vuitton

April 2012 – March 2014

- Developed, customized and implemented learning strategies within Singapore in close alignment to business initiatives from Louis Vuitton Paris.
- Collaborated with regional learning & development teams to enhance existing programs, develop new tools, evaluate transfer of learning and support required skill and competency development to the respective countries of origin
- Led the planning, facilitation & assessment of total organizational level learning for 300+ employees
- Closely collaborating with human resource for the assessing organizational learning needs, and enhancing progressive career pathways that produced measurable results to the employees and organization.
- Designed and implemented coaching framework integrating in-depth skills enhancement in salesmanship, experiential exposure to luxury lifestyles and producing observable results on behavioral and sales performance, leading to sustained staff/talent retention levels

Entrepreneur & Sole Proprietor at Makeamark

January 2012 – December 2013

- Consulted clients on feasible and realistic training solutions for the benefit of employee's workplace learning and achieving training return on investment
- Designed and facilitated original corporate events which include the 'Miracle Berry Experience', ice cream workshops with UDDERS ice cream
- Engaged for emceeing & hosting events which included clients such as The Singapore Lawyers Association & Capital Malls
- Engaged to design & develop workplace curriculum under various WSQ Frameworks in ensuring continuous improvement of client's organizational training procedures and protocols
- Engaged to author & validated WSQ curriculum in ACTA, Service Excellence and Leadership & People Management Frameworks

Senior Trainer at NTUC Learning Hub

January 2010 - January 2012

- Presented, developed and launched the executive workshop program for jobless and retrenched Professionals, Managers and Executives with NTUC/E2i
- Developed and launched in-house corporate orientation program for new hires for NTUC Learning Hub that served as a key on-boarding program as part of overall organizational human resource policy
- Managed & Facilitated the Advanced Certificate in Training & Assessment(ACTA) with NTUC Learning Hub for public and corporate clients
- Authored and validated WSQ curriculum in Service Excellence, ACTA & Leadership & People Management Frameworks
- Inspired prison inmates returning to the workforce from incarceration with the facilitation of employability and soft-skills re-integration programs within Changi Prison

Business Development Manager at The Corporate-Academy

October 2006 - December 2009

- Consulted corporate clients in service industries on feasible and realistic training solutions for the benefit of employee's workplace learning and achieving training return on investment
- Facilitated and conducted workplace assessments in hospitality modules aligned to the Australian Qualifications Training Framework(AQTF) for corporate clients which includes The Singapore Island Country Club, The Tanglin Club, The Warren Golf and Country Club, McDonalds Singapore, Burger King Singapore
- Collaborated with The University of San Carlos, Philippines in the design and curriculum mapping of progressive Australian vocational certification training program integrated and aligned to tertiary institute's current academic



## ACHIEVEMENTS

- Published article contributor in CPA magazine in Singapore, read by 23,000 accounting professionals
- Facilitated and managed the WSQ ACTA program for the public & corporate clients which include Keppel Shipyard, Keppel Fels, National University Hospital, St. Regis Hotel Singapore, Egg Story Digital Animation School, NTUC Healthcare, SEED Institute, Katoen Natie
- Facilitated and conducted workplace assessments in hospitality and customer service modules aligned to the Australian Qualifications Training Framework(AQTF) for corporate clients which includes The Singapore Island Country Club, The Tanglin Club, The Warren Golf and Country Club, McDonalds Singapore, Burger King Singapore
- Collaborated with The University of San Carlos, Philippines in the design and curriculum mapping of progressive Australian vocational certification training program integrated and aligned to tertiary institute's current academic curriculum
- Inspired prison inmates returning to the workforce from incarceration with the facilitation of employability and soft-skills re-integration programs within Changi Prison
- Presented, developed and launched the executive workshop program for jobless and retrenched Professionals, Managers and Executives which exceeded client expectations
- Developed and launched in-house corporate orientation program for new hires for NTUC Learning Hub which now forms a key program as part of overall organizational human resource policy
- Consulted clients on feasible and realistic training solutions for the benefit of employee's workplace learning and achieving training return on investment
- Authored and validated workplace curriculum under the WSQ Framework in ensuring continuous improvement of organizational training procedures and protocols
- Established and coordinated the pre-opening, set-up and operational implementation for juice bar franchise based in Hong Kong
- Managed the operations for a 144-seat fine dining restaurant, 80-seater outdoor beach bar, 50-seater poolside café in the Hawaii's landmark hotel, The Royal Hawaiian Hotel
- Authored and implemented On-the-Job Training, Standard Operating Procedures and service standards benchmarking for all F&B outlets within The Royal Hawaiian Hotel
- Launched and monitored bite-sized 'on the Job training' for operational staff to maximize the performance level
- Achieved 'Top Salesperson of the month' while interning at Enterprise Rent a Car
- Performed rotational training in key hotel operation positions at a management level. Trained in Rooms Division, Housekeeping, Food and Beverage, Sales and Marketing, Security and Human Resources



**COLLAGE OF PAST PERFORMANCES**

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**THE MUSICAL**

Book and Lyrics by Stella Kon  
Music by Desmond Moey  
Directed by Sonny Lim





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