



# Ahmad Ezainuddin Badarudin

*Social Impact Strategist*

## About Me

My dream is to help business partners, stakeholders and society in general to achieve their personal goals in this world and hereafter. I will ensure that every aspect of the business objectives aligns with social and environmental responsibility.

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- Institute for Advanced Studies  
Universiti Malaya  
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## Expertise Skill

- Ability to design and implement long-term strategies that align social impact initiatives with business goals.
- Deep understanding of CSR principles, sustainability, and ethical business practices.
- Strong project management capabilities to lead and execute initiatives from inception to completion.

## Education

- 1992  
Certificate in Marketing,  
The Chartered Institute of  
Marketing, UK
- 2002  
Post Graduate Diploma in  
Business Administration,  
UTM
- 2004  
Master in Business Administration  
(Techno-Entrepreneurship),  
UTM

## Work Experience

- Sales Representative  
MMC Marketing Sdn Bhd | 1989-1990
  - Build and sustain long-term relationships with existing customers
  - Research and find potential customers to grow the sales pipeline
- Marketing Executive  
Solartech Sdn Bhd | 1990-1991
  - Analysing market trends, customer needs, and competitors
  - Planning, executing, and monitoring marketing campaigns
- Remisier  
HLG Securities Sdn Bhd | 1991-1995
  - Buying and selling shares on behalf of clients.
  - Ensuring all transactions comply with regulatory requirements
  - Managing administrative tasks like client accounts and records
- Manager  
Hill's Agency | 1995-1998
  - Overseeing financial transactions and daily sales reports
  - Preparing financial and operational reports for upper management

# Work Experience

## ● Associate Training Coordinator

BATC UTM | 2003-2004

- Support trainers during workshops and training events
- Help design and plan training programs for employees

## ● Lecturer

UTM & Cyberjaya University College of Medical Sciences | 2006-2019

- Conducting lectures, seminars, and tutorials for undergraduate and postgraduate students.
- Designing and updating course materials and curriculum
- Collaborating with industry, schools, and other external organisations
- Attending workshops, and conferences, and pursuing further qualifications to stay updated in the field

## ● Self-employed | 2020-present

- Identify and evaluate investment opportunities that generate both financial returns and social impact
- Foster relationships with communities to drive meaningful change

*"True impact is not just measured by numbers, but by the lasting change we create in people's lives."*