

PROFESSOR Eur Ing MUTHU SINGARAM BEng (Hons),(U.K), CEng (U.K), MIEE (U.K), MBA
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Section 1: Profile Statement

An experienced, motivated, energetic and outgoing professional with key strengths in consulting, facilitating, coaching, mentoring and team management in the areas of technology transfer management, technology incubation, technology acceleration, innovation, entrepreneurship, working with SMEs and team leadership. Well organized, action-oriented problem solver who thrives on innovative challenges with a focus on bottom-line. Excellent interpersonal skills in a variety of working environments, including public service and research organizations.

Section 2: Experience Highlights

For more than a 15 years have been working with entrepreneurs, companies, individuals, government organizations, regional ministries in the areas of entrepreneurship, technology incubation, technology acceleration, innovation, technology transfer and leadership. Conducted workshops for technology transfer managers in the regions to enable them to carry out technology transfer. Have mentored and coached entrepreneurs, researchers and academicians with their research findings to be commercialized.

Have mentored, consulted and facilitated participants from many parts of the world, these include companies like British Telecom, Institute of Public Administration Malaysia, Federation of Malaysian Manufacturers, Malaysian Employers Federation, Small and Medium Industries Development Corporation, The National Productivity Corporation, Malaysian International Chamber Of Commerce and Industry, The Institute of Leadership & Management (UK), Management Concept Asia Pacific, Shell, ExonMobile, DHL and others.

Been a judge and mentor in many business plan competitions including HSBC Business Plan Competition, McKinsey's Business Plan Competition, IIT Bombay and several others in the last ten years. Was responsible in developing the Malaysian National Uniprener Development Programme (NUDP) at the Multimedia Development Corporation (MDC) an government agency under the preview of the Prime Minister Office and Ministry of Science the focus of this program was to develop incubation program for University Researchers and student to start successful commercialization activities. This program was implanted in at the time on about 12 Universities in the country. Based from this program MDC incubator where I was a member thought it would be a good idea to have association and hence was a founding member for the National Incubator Network which comprise of private and public incubators starting with 8 to 10 incubators in Malaysia.

The work here involved in streamline the incubators in Malaysia to follow similar success factors from other successful incubators. This was also done in order for the network to work to gather on common issues for solutions and support each incubator.

Am / have been a Visiting/Adjunct Faculty Member/Professor at several Universities in Malaysia and India teaching Entrepreneurship and Management of Technology at Degree and Master levels. These include the prestigious Indian Institute of Technology Madras and Kanpur, Anna University Madras, Great Lakes Institute

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of Management, Chennai, India, University Technology Petronas, Malaysia and University Multimedia Malaysia.

Have carried out innovation workshops and consulting in organizations both in public and private these include a premier research center CIMAP, Lucknow a part of the Council of Scientific and Industrial Research of India. Currently he is the innovation driver for several companies and Universities in Malaysia and India.

Have consulted for Malaysian Government Agency in areas of Technology incubation, Innovation and Entrepreneurship. Currently consulting for the Malaysian Government Agency (Agency Inovasi (Innovation) Malaysia) under the Prime Minister's Office on industry driven Innovation, helping research and entrepreneurs in accessing technology and business models. This project requires hand holding of the team to commercialization. Recently the Malaysian Prime Minister launched the Innovation Business Opportunities Wealth for Malaysia Project this was carried out by us.

<http://www.nst.com.my/nation/general/pm-opens-bidding-for-42-novel-projects-1.75767>
<http://thestar.com.my/news/story.asp?file=/2012/4/20/nation/11143552&sec=nation>

The interview given by the CEO of the agency can we found here

<http://www.bfm.my/podcast.html>

under the following header:-

Driving Innovation from Creation to Commercialization

Mark Rozario, Agensi Inovasi Malaysia (AIM)

My recent talks in Canada

<http://www.smu.ca/newsreleases/2012/12-03-30-muthu.html>

<http://www.cybf.ca/2012/igniting-innovation-the-role-of-entrepreneurs-and-how-universities-can-play-a-role/>

http://www.cmc-canada.ca/event_details.cfm?Portal_ID=2&Event_ID=597

Our platform <http://www.vibazone.com> is incubation cum accelerator for technology and business has been build to share my experience of over 15 years working in areas of incubation, entrepreneurship, innovation and technology transfer. Currently also engaged with the United Nation and World Intellectual Property Organization (WIPO) in these areas.

Have also authored a book on entrepreneurship this is a Handbook to start a business written by an entrepreneur for entrepreneurs it not an academic text.

Having spent almost 15 years incubation of startups last year was invited by University of Malaya to take up a project to incubate 12 ideas. We have successful started two companies now starting to carry out sales in their business. Another 4 to 6 ideas are also mature and now ready to look at funding and proceed to the next level. The work here involved for us to monitor the teams progress and also to guide them on how to raise funds, build a team and other support required to build the busy. As it can be since incubation requires a lot more than just

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the infrastructure we need to build the support system around it this include linking to industry, funding institutions, government support and the entrepreneurs' mindset itself will play a major role.

Section 3: Career Progression

Section 3.1: *Founder / Consulting Experience:*

Founder

OdrWorld, OdrIndia, OdrChina and the group, Malaysia, India

April 2004 to Present

- Online Dispute Resolution provider around the world including eBay India

Chief Mentor / Founder

Muthu Singaram Consulting, Malaysia

January 2006 to Present

- Provides mentoring, coaching, training and management consulting in Malaysia

Chief Mentor / Founder, India

PQMDC

April 2006 to Present

- Provides mentoring, coaching, training and management consulting in India

Managing Trustee

Blue Equator Leadership, Innovation and Entrepreneurship Foundation (BELIEF), India

April 2010 to Present

- To promote innovation, leadership and entrepreneurship work
- To promote **average** rural students for higher education

Chief Innovation Driver

Universiti Malaya, Malaysia

January 2011 to Present

- To drive innovation and commercialization activities within the University
- To help incubate within the University to setup and expand their business
- To advice the incubation and technology office on best practices and process to manage a effective incubation program

Chief VibaZoner/ Founder

VibaZone Private Limited, India

VibaZone Sdn Bhd, Malaysia

March 2011 to Present

- To build a community of entrepreneurs to promote innovation and entrepreneurship worldwide
- Lead consultant for the Government of Malaysia for an Agency (Agency Innovasi (Innovation) Malaysia) under Prime Minister 's Office for Industry Driven Innovation
- Mentoring teams in incubation center to be able to successful commercialization

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Section 3.2: *Teaching Experience:*

Dean, SMOT Business School	April 2007 to March 2008
Chief Education Officer, SMOT Business School	March 2009 to April 2010
Professor of Entrepreneurship and Innovation, SMOT Business School	April 2007 to Present

Current / Past positions:

Adjunct / Visiting / Guest - Professor / Faculty

Indian Institute of Technology, Chennai
Indian Institute of Technology, Kanpur
National Institute of Design, Ahmadabad
Anna University, Chennai
Great lakes School of Management, Chennai
University Multimedia Malaysia
University Putra Malaysia
University Malaya
University Technology Petronas
Unity College Malaysia
National Institute Of Design, Ahmedabad, India
Loyola Institute of Business Administration, Chennai

Section 3.3: *Professional Experience*

Project Director

British Telecom, Malaysia September 2004 to December 2005

- Headed the Multimedia Development Corporation STAR Grant project
- Facilitated both local and British researcher to collaborate and produce research papers and patents over the period of the grant
- In one year the team published over 15 papers and 10 patents

Manager

Multimedia Development Corporation, Malaysia September 2002 to August 2004

- Developed and implemented strategies that will result in the enhancement of the business talent and capabilities of technopreneurs.
- Formulated integrated training programs that address skills gaps applicable to the entire growth process of a ICT/MM SME;

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- Sourced, negotiated and developed close relationships with training providers;
 - Established benchmarks to measure the success of training initiatives;
 - Developed and implemented a framework to introduce centers of excellence for skills based training; and
 - Work closely with institutions of Higher Learning to develop and introduce entrepreneurship courses within existing curriculum.
 - Founding member of The National Incubation Association

Mentor – Cradle Investment Program

MAVCAP, Malaysia

January 2004 to January 2005

ICT Manager

2002

November 2001 to September

Malaysian International Chamber of Commerce & Industry, Malaysia

- Secretary to the Technology and Education Committee
- Maintained and set-up chamber extranet and internet
- Maintained and set-up chamber web site
- Trained staff in the proper use of hardware and software systems.
- Chaired seminars on ITC and education related topics

Technopreneur

March 1997 to November 2001

Komputer Angkasa Rakyat Sdn Bhd, Malaysia

Rakyat Jaya Sdn Bhd, Malaysia

Gotchaemail Group of Companies, Malaysia, Australia

- Responsible for profit and loss management, revenue management and all aspects of general accounting.
- Manage all tenders, quotations, purchases, orders, audits, banking, credit and collection.
- Direct supervision of technical and administration staff including human resource.
- Setup web servers for many companies these include Carsem Semiconductor Sdn Bhd, Carsem Malaysia Sdn Bhd, Lumut Maritime Terminals, Perak Promotion for Mental Health, Royal Ipoh Club, Asian Cycling Confederation the last two were official launched by the Sultan of Perak.
- Maintained the Commonwealth Games 1998 site. (<http://www.commonwealthgames98.com/>)
- Free web base email service. (<http://www.wawasan2020.com/>)
- Free web sites for computer shops in Malaysia.
- Have gained excellence exposure in preparing business plans and venture capital presentation for the messaging solution project.
- Setup of companies in Malaysia, Australia and USA for developing and marketing their product an email client that can download web base and pop email.
- Negotiated successfully a take over by Australian company, which was to be listed, on NASDAQ

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Senior Process Engineer *Carsem Semiconductor Sdn Bhd, Malaysia*

November 1993 to March 1997

- Conducted a Design of Experiment to study the life span of saw blade used to saw wafers. This study reduced saw blade usage by RM500, 000 per year.
- Reduced wire bond defect due to epoxy bleeding to 0% from 10% by designing a lead frame test prior to die attach.
- Implemented strict reporting of defects to reduce die count variances from 4% to below 1%.
- Played a leading role in starting up the company's small group activity program to improve quality and productivity.
- Directed startup of Motorola line and wafer mapping with emphasis on new procedure and training.

Test and Quality Engineer *Acme Ferrite Component Sdn Bhd, Malaysia*

March 1993 to November 1993

- Setup Test and Quality department for ferrite products.
- Supervised Engineering group responsible for introduction of new formulation and installation of new equipment.
- Wrote and implemented quality specifications.

Research and Development Engineer *Crane Communications, U.K.*

April 1990 to March 1993

- Transferred R & D department from consultant's office to in house this saved the company 50% in cost.
- Wrote programs for more than 100 models of cash registers to monitor transactions online this gave the company more than twice the number of cash registers models it would cater for.
- Coordinated documentation for products with ultimate goal of obtaining ISO 9000 registration.

Research Student *University of Ulster, U.K*

June 1990 to March 1993

- Utilized Engineering techniques to study the change in blood pressure contours effects by various drugs.

Section 4: Education Qualifications:

- O'level and A'level (Maths - A Chemistry - B Physics – B) Coleraine Academical Institution, United Kingdom (1979-1984)
- Medicine, Queen's University, United Kingdom (1984-1987) Changed to Engineering in 1987
- Bachelor of Engineering in Electrical and Electronics (Hons), University of Ulster, United Kingdom (1987-1990)
- Master of Business Administration, Multimedia University at Cyberjaya (Nov 2000- Aug 2002)

Section 4.1: Academic Projects:

- Final year Engineering Project – Recording patients EEG using smart card

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- Research project – Cardiac Modelling using Windkessel Model
 - MBA Final Project – Case Study – Strategies for Malaysia Airport Holding Berhad

Section 5: Professional Qualifications / Affiliations

- Member of Institution of Electrical Engineers (U.K)
- Chartered Electrical Engineer Institution of Electrical Engineers (U.K)
- Chartered Engineer Engineering Council (U.K)
- European Engineer (Eur Ing) European Federation of National Engineering Associations
- Registered Engineer with Board of Engineers Malaysia
- Awaiting award from Institution Engineers Malaysia for Member and Professional Engineer
- An appointed Interviewer for candidates applying for Corporate Membership of Institution of Electrical Engineers (U.K.)

Section 6: Certificate of Completion / Achievement

- Statistical Method, Taguchi Method to Quality Optimization, Design of Experiments, Carsem Semiconductor Sdn Bhd
- Wafer Mapping, ESEC Industries (Far East) Pte Ltd
- Coaching and Counselling, Hong Leong Management School
- Management Problem Solving and Decision Making Programme, Kepner-Tregoe, International
- Supporting Windows NT 4 Core Technologies, New Horizons Computer Learning Center
- Square U.K Methodology, Square U.K
- Business Strategies Creating, Planning, Execution and Evaluation, Sage Business Service

Section 7: Publications

- Published paper in *Automedica 1994* – “The Application Of Pspice In The Assessment of Blood Pressure Pulse Contour Models Based On Windkessel Networks.”
- End-to-end based QoS provisioning in all-IP network See Leng Ng; Hoh, S.; Singh, D.; Fang Liang Lim; Wisely, D.; Singaram, M. *Wireless Communications, Networking and Mobile Computing, 2005. Proceedings. 2005 International Conference on Volume 2, Issue , 23-26 Sept. 2005*
- Developments towards All-IP mobile networks Wisely, David; Aghvami, Hamid; Singaram, Muthu *3G and Beyond, 2005, 6th IEE International Conference on Volume , Issue , 7-9 Nov. 2005*
- Comparative Study of Adaptive Quality of Service Mechanisms in Wireless LAN's D. Singh, S. Hoh, S.L. Ng, A.L.Y. Low, F.L. Lim, and M. Singaram *Networks and Communication Systems - 2006*

Section 8: Conference

- Have presented in many conferences in the region on leadership, innovation and entrepreneurship.

Section 9: Other Skills

- Adept in using Microsoft Office, Lotus Smart Suite, Internet and Networking.

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- Working knowledge in QB, C++, Assembly Language, Perl, Java and Html.
 - Fluent in English, Malay and Tamil. A little verbal understanding of Cantonese and Japanese.

Section 10: Interest

- Travelling, Learning, Hockey, Swimming, Reading, Golf, Soccer, and Collecting Caps.