

Management Profile

Edward Whistler Goh *“High Octane Professional”*



Edward Whistler Goh is the CEO and founder of Edward Whistler International Group of Companies in international business consulting and management training. EWI has successfully developed and established five leading brand names – EWI Consulting, Biz Cubes, Taks System, International Centre for Professional Development and Derma Nano International Private Limited. EWI provides a holistic approach to international business for strategic growth and expansion, and proven methodology for business excellence and increased profitability.

Being an International Management Consultant and Dynamic Facilitator, Edward Whistler has worked closely with top executives and senior management of Multi National Companies, Statutory Boards and Local Companies in Asia on formulation and development of international and corporate business strategies. His multi-disciplinary skills include Strategic Internationalization Planning, International Branding, Value Based Management, Project Management, Productivity & Cost -Reduction programs, Work and Job Redesign, Leadership and Change Management, and other personal excellence and professional development programs.

Prior to founding EWI, Edward Whistler has the distinct honor of being the first Asian to be appointed as Chief of Operations for an international management consulting & training firm based in Punta Gorda, Florida, USA. He has successfully led and managed a regional team of over 100 highly skilled professionals in analyzing and implementing value management and business improvement projects in Asia. Currently, he has successfully completed many national initiatives such as Strategic Planning for Internationalization, International Branding and Design, Work & Job Redesign (People Partners Award by Spring Singapore 2002 and 2003), Service Excellence, etc.

Edward Whistler holds a MBA in International Management from Royal Holloway College, University of London. His credentials include Accredited Corporate Trainer in Business Process Re-engineering, Communication Strategies with IMPAC University, USA; Qualified ISO 9000 Assessor with Battalal Handley Walker; Masters in Productivity with the Association of Productivity Specialist (APS), New York, USA; Certified Trainer with the American Management Association (AMA); Certified Mastery in Marketing with Trump University, USA; Accredited TEC Chair/Executive Coach; Senior Adviser with the Singapore High Technology Association (SHTA).



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Below are some highlights of his career:-

- Leading an Asian delegation of CEOs to the networking leadership conferences with worldwide CEOs Officers of West Point Military Academy at the Worldwide Leadership Conferences in 1996.
- Corporate Trainer in United States IMPAC Training Centre now known as IMPAC University based in Punta Gorda, Florida
- Set-up of IMPAC Training Centre in Jakarta, Indonesia in 1994
- The only Asian to be awarded to the hall of Masters in Productivity by the Association of Productivity Specialist, New York.
- Deputy Chairman for Sma Automation Technology Industry Group;
- Council Member in Singapore Manufacturers Federation;
- Winner of the Spring Singapore Preferred Partner Award for Work Redesign in 2002/2003;
- Winner of the Spring Singapore Preferred Partner Award for Organization Excellence in 2003/2004
- Awarded Masters in Productivity Specialist by APS, New York, USA.
- Mission Consultant of Singapore Manufacturer Association (Sma) and Federation of Malaysian Manufacturers (FMM) Business mission trips; and business development trips
- Pioneer Organizer in Retail Study Mission Trip to New York with Spring Singapore
- Chairman and MC of major conferences hosted by Asia Business Forum, Singapore Manufacturers Federation, Spring Singapore, TEC USA, etc;
- Senior Adviser to the Set-up and running of Singapore High Tech Association

Some of the Work and Job Redesign and Productivity Projects Involved:-

- Singapore Sports Council – Work and Job Redesign for Service Excellence
- Ministry of Manpower – Work and Job Redesign for Employment Inspectorate
- FujiXerox – Work Redesign for Process and Cycle Time Reduction in Administration and Service Support
- Teraoka Private Limited – Work and Job Redesign for Organization Restructuring and Process Reengineering

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- SCA Packaging – Work and Job Redesign for Sales, Production and Warehouse
- Petronas, Tenaga, Government Printers, Federal Powers in Malaysia – Business Process Reengineering
- CP Group, Central Group, Cerebos, Nike in Thailand – Business Process Reengineering
- And many more...with Testimonial Letters and References.

Some of the Branding and Service Excellence Projects Involved:-

- Acez Instruments Private Limited
- AGIS Private Limited
- Autoscan Technology Private Limited
- bYSI International Pte Ltd
- Castilla Collections Private Limited
- FarEastFlora.com Pte Ltd
- International Bearings Private Limited
- Light Image Private Limited
- NK Group Pte Ltd
- MotherCare (S) Pte Ltd
- Sa Sa Cosmetics (S) Private Limited
- Advance Tech Automation Private Limited
- Leong Siew Wei Engineering Private Limited
- Aeromobiles Private Limited
- And many more...with Testimonial Letters and References

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