

## **Professional Profile of Lillian Poh Lih Liang**

### **Oxford Awards in Educational Leadership and Entrepreneurship**

#### **Summary**

Lillian Poh Lih Liang is an accomplished educational leader with 20 years of diverse experience in both teaching and executive management. As a passionate educator and dynamic CEO, Lillian embodies a unique blend of pedagogical know-how and business acumen. Her commitment to creating child-centric, transformative educational experiences has led to significant growth in multiple learning centers under her leadership. Armed with a vibrant life philosophy to "stay dynamic," she brings an energetic and innovative approach to her work every day.

#### **Education and Credentials**

Bachelor of Business Administration (Honors) in Finance with Multimedia,  
Multimedia University (1998-2001)

Professional Diploma in Branding Strategy and Management, Lincoln University  
College (2022)

Professional Award in Educational Leadership, London Institute of Skill  
Development, UK (2023)

#### **Awards and Recognition**

Best Brand of the Year 2023 in Educational Leadership & Innovation Pioneer,  
Malaysia

2022 Educational PPT Gamification Champion Team, Malaysia

#### **Employment History**

Chief Executive Officer, IMMA Management & Advisory Sdn Bhd (Jan 2021 —  
Present)

Manages a team of 55 employees across four learning centers in three locations.

Orchestrated ambitious business strategies, short-term goals, and long-term objectives.

Currently oversees the educational development of over 3,000 students aged 7-17.

Chief Executive Officer, IMANDARIN Management (Jan 2018 — Dec 2020)

Founded the first learning center in Pulau Pinang.

Led a team of 30 employees in two centers and ensured compliance with legal requirements.

Initiated hands-on activities to encourage critical thinking among students.

Educational Trainer, IMANDARIN Learning Centre (Jun 2015 — Dec 2017)

Organized nationwide academic training and seminars for tuition teachers.

Collaborated with local education departments to align teaching plans with local syllabi.

Founder, Thoth Learning Centre, Kuala Lumpur (2007 — 2009)

Built and expanded her own school to two locations within two years.

Grew student numbers from 6 to 360 in two years.

Chief Marketing Officer, Little Professional Education Group (2003 — 2006)

Instrumental in setting up five tuition centers in the Klang Valley, Malaysia.

Led customer relations and staff development programs.

Fund Trader, Local Financial Company (2001 — 2002)

A licensed trader, managed client portfolios with a minimum investment of RM50,000.

## **Welfare and Charity**

Extensive involvement in educational sponsorships, fundraisers, and volunteer work, notably during the Covid pandemic.

## **Skills**

Teamwork

Working Under Pressure

Leadership

Differentiated Learning Techniques

Excellent Communication

Classroom Management

Copywriting  
Branding Management

### **Languages**

Fluent in English, Chinese, Malay, and Cantonese.

Lillian Poh Lih Liang is an exemplary educational leader whose work spans curriculum development, teacher training, and business strategy. Her passion for education and well-being of students makes her a driving force in transforming the educational landscape. With an ability to merge educational principles with business objectives, Lillian continues to be a forerunner in educational leadership and innovation.