

**Professional Profile of Andrea Chow Ching Yee**  
**Oxford Award of Excellence in Sales Leadership & Innovative Training**  
**Development**

Andrea Chow-Ching Yee is a dynamic and visionary leader whose entrepreneurial journey traces its roots back to a young age. Her initial foray into the world of business began at the tender age of 8, where her innate passion for craftsmanship found an outlet in selling handicrafts. This early experience, coupled with the inspirational influence of her mother, a renowned hairstylist from Johor Bahru, laid the foundation for her future endeavours.

As she transitioned into the corporate realm, Andrea's unyielding zest for sales became evident. Possessing an innate ability to connect with people and foster meaningful relationships, she emerged as a driven sales executive, keen on harnessing innovative techniques and methodologies to further her professional goals.

The zenith of her entrepreneurial endeavours materialized with the inception of ACETS Sdn Bhd. As the founder and Chief Executive Officer, Andrea channelled her vast knowledge into creating a sales-centric consultancy, aptly named after her philosophy of improving by 1% every day - "ACE". With a focus on assisting sales professionals and business owners to amplify their productivity, Andrea's strategies have propelled her clientele to witness sales surges ranging from 20% to an astounding 200%.

Andrea's professional journey is a testament to her commitment to excellence and continuous learning. Her tenure at Prudential Assurance Malaysia Berhad showcased her leadership acumen, where she oversaw the training and development of the bancassurance sales force, further solidifying her reputation in the industry.

Equipped with a Master's in International Marketing from Curtin University, alongside a myriad of certifications such as the ITOL Certified Training Professional and HRDF Train The Trainer Certification, Andrea's academic pursuits align seamlessly with her professional goals. Her prowess is further recognized with honours like the MIA Top Rising 70 Personality on LinkedIn Malaysia and the Consumer's Choice Award, further underscoring her prominence in the field.

Andrea's trilingual proficiency and deep understanding of various cultures afford her a unique advantage in a globalized market. Her published work, "Breakthrough With a Coach", provides insights into her holistic approach to professional development.

In conclusion, Andrea Chow-Ching Yee is not just a professional; she is a beacon of innovation and dedication in the sales and training sector. Her trajectory, marked by unwavering commitment and visionary strategies, positions her as a stalwart figure in the realm of sales coaching and consultancy. Her expansive experience, combined with her ceaseless drive for knowledge, makes her an embodiment of professionalism and excellence.