

Professional Profile - Sandy Lee Beng Hun

Oxford Award for Excellence in Beauty Industry & Entrepreneurship

Founder & CEO, Sincere Skin Solutions & Sincere International Beauty Academy
Sandy Lee Beng Hun, a fervent entrepreneur, has marked an indelible footprint in Malaysia's beauty domain. With over a decade's expertise in steering and amplifying growth, she stands as a beacon of resilience, innovation, and leadership.

Incepting Sincere Skin Solutions amidst the global pandemic, Sandy's profound belief in sincerity fueled her journey from launching a singular branch to magnifying its presence to three outlets within a mere nine-month trajectory. Her mettle as a leader is further evinced by the phenomenal growth of her team, expanding from an initial five to a robust twenty, all the while nurturing a loyal clientele that boasts an impressive 6,000 count.

Career Milestones:

2020-Present: As the driving force behind Sincere Skin Solutions, Sandy helms an array of pivotal roles:

Architecting strategic and business paradigms

Steadfast leadership across financial, operational, and developmental sectors

Guardian of the brand's image and culture

Mastermind behind marketing and branding endeavors

The touchstone for stakeholder relations

A maestro in unearthing and capitalizing on lucrative business markets.

2020: Successfully concluded the Top Management Training from OE Academy Malaysia.

2022: Recognized as a Certified Vocational Trainer and PSBM Trainer by the Malaysian Ministry of Human Resources.

2021: Awarded the Professional Enhance Certificate in Health and Nutrition by the Malaysia Skill Development Education Association.

2015: Acclaimed as a Certified Beauty and Aesthetic Practitioner by the Department of Skills Development, Malaysian Ministry of Human Resources.

Honors & Accolades:

2022: Graced the Malaysia Book of Records with the CSR Skin Analysis Award, a testament to the sincerity and commitment of Sincere Skin Solutions.

2021: Celebrated with the Malaysia Consumer Choice Award and the Sin Chew Business Excellent Awards for the stellar performance of Sincere Skin Solutions.

2019: Adorned with the Top 10 Asia Award, a validation of her prowess and influence in the beauty sector.

Sandy Lee Beng Hun, with her unwavering spirit and unparalleled vision, stands as a paragon in the beauty industry. Her journey, accentuated by challenges and milestones, illuminates her dedication and passion, making her a leading figure in her specialized field.