

FOUNDER

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POWERED BY ASIA CEO COMMUNITY & GLOBAL CEO COMMUNITY

The Spark Behind Orangeleaf & Malaysia's Young Entrepreneurs

Orangeleaf Consulting was born from a very personal place. Early in my career, I saw how many digital transformation initiatives failed not because of technology, but because people were excluded from the process. Strategy was discussed in boardrooms, systems were built in silos, and the people expected to use them were often left behind. I wanted to build a consultancy that turned strategy into real, usable software, while developing people alongside technology.

Taking on a leadership role with the Malaysian Young Entrepreneur Association was a natural extension of that same mission. I strongly believe entrepreneurship is not just about building profitable companies, but about building responsible leaders who uplift ecosystems, create jobs and open doors for the next generation.



Through the association, I am able to contribute beyond my own business by supporting young entrepreneurs, advocating for collaboration over competition, and helping shape a more resilient and inclusive entrepreneurial landscape for Malaysia.

At the core, both roles are driven by the same purpose: empowering people to grow, think boldly, and build systems whether businesses or communities that can stand the test of time.

Tech Innovation Meets Youth Advocacy



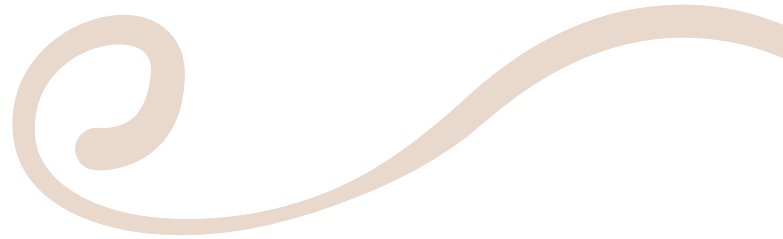
My role at Orangeleaf Consulting keeps me grounded in real-world challenges: how businesses adapt, how technology must serve people, and how leadership decisions translate into long-term impact. That perspective directly shapes how I advocate for young entrepreneurs.

At the same time, my involvement with the Malaysian Young Entrepreneur Association keeps me connected to emerging talent, fresh ideas, and the realities faced by founders at different stages of their journey. It reminds me that innovation isn't only about advanced technology; it's about access, mindset, resilience and having the right support systems.



Balance, for me, comes from alignment and priorities. I'm intentional about focusing on outcomes that create shared value whether that's enabling companies to transform sustainably or helping young entrepreneurs build confidence, capability, and credibility.

Both roles are driven by the same belief: when people are empowered with the right tools, guidance, and opportunities, innovation naturally follows.



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Low-Code Revolution: Businesses Finally Own Their Future

Low-code platforms are fundamentally reshaping how businesses build and evolve applications by democratizing software development. They shift application creation from being purely technical to being collaborative where business users, consultants, and developers work together to translate ideas into systems quickly and effectively.

In the future, speed and adaptability will define competitive advantage. Low-code enables organizations to respond to change in weeks rather than years, modernize legacy systems incrementally, and continuously improve applications as business needs evolve. More importantly, it reduces dependency on scarce technical talent while maintaining enterprise-grade governance and scalability.



What excites me most is how low-code changes ownership. Businesses are no longer locked into rigid platforms or long development cycles. They gain control over their systems, data, and roadmap much like how technology in our daily lives has become more intuitive and user-centric.

At Orangeleaf Consulting, we see low-code not as a shortcut, but as a strategic enabler in complex systems that require industrial-grade before scaling into advanced AI capabilities. When used with the right architecture, discipline, and mindset, it empowers organizations to turn strategy into software—faster, smarter, and more sustainably.



Clarity Over Control, Humanity Over Hierarchy

In today's rapidly evolving business landscape, leadership is less about control and more about clarity, courage, and responsibility. With technology advancing faster than ever, leaders are no longer expected to have all the answers but we are expected to set direction, make principled decisions, and create environments where people can adapt and thrive.

To me, leadership means being deeply human while thinking systemically. It's about understanding how digital tools, data, and automation can create value, while never losing sight of the people who operate, manage, and are impacted by those systems. Strong leaders bridge that gap by translating complexity into clarity and ambition into execution.

Most importantly, leadership today requires resilience and integrity. In times of uncertainty, people don't follow titles; they follow trust. A true leader leads by example, stays grounded in purpose, and builds organizations that are not only innovative, but also ethical, inclusive, and sustainable for the long term.





ASEAN's Toughest Startup Battles

Young entrepreneurs in ASEAN face a unique mix of challenges. While the region is rich in talent and opportunity, many founders struggle with unequal access to capital, fragmented markets, limited mentorship, and a lack of practical exposure to scale beyond their home country. Digital capability gaps and regulatory differences across borders further complicate growth, especially for early-stage businesses.

Another significant challenge is mindset. Many young entrepreneurs feel pressure to succeed quickly, often without strong foundations in governance, financial discipline, or long-term strategy. This can lead to burnout, poor decision-making, or businesses that grow fast but are not sustainable.



Through my involvement with the Malaysian Young Entrepreneur Association and regional platforms such as the ASEAN Young Entrepreneurs Council, we work to connect young founders with experienced mentors, cross-border networks, and real business exposure not just theory.

Ultimately, my role is to help young entrepreneurs build confidence, capability, and credibility. When they are equipped with the right mindset, tools, and regional support systems, ASEAN founders are more than capable of competing and collaborating on a global stage.





The \$3.5M Moment That Proved People-First Transformation Works

A true breakthrough for us happens when our clients experience a breakthrough themselves whether it's small wins or big wins. One defining moment was seeing an organization successfully transition from a complex, legacy-heavy system into a simplified, intuitive version that genuinely made every day work easier and saved \$3.5 million.

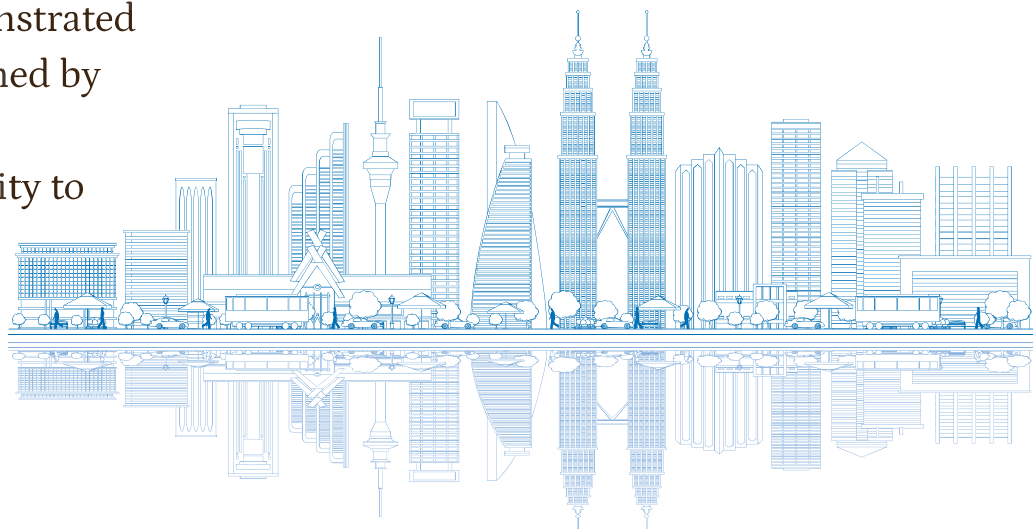
What stood out wasn't just the technical success, but the human impact. Tasks that once required multiple approvals, manual workarounds, or constant IT dependency became seamless and efficient. Teams could focus on higher-value work instead of fighting the system. It mirrored how technology has evolved in our daily lives becoming more natural, accessible, and supportive rather than burdensome.

HEADLINE



What made this moment even more meaningful was the context. Orangeleaf Consulting is a small, focused team driving strategy and digital transformation for an organization more than a hundred times our size. That trust alone was a breakthrough. It demonstrated that impact is not defined by scale, but by quality of execution, and the ability to translate strategy into outcomes.

That experience reaffirmed our belief at Orangeleaf Consulting: when the right mindset, people, and technology come together, even the smallest teams can create transformation at the highest level.



MALAYSIA & ASIA'S



Tech Leapfrog Window Is Wide Open

Malaysia and Asia are entering a defining moment for tech-driven businesses. One of the most compelling opportunities lies in the region's ability to leapfrog legacy models. Many organizations are not burdened by decades of rigid systems, allowing them to adopt digital solutions, low-code platforms, and AI-enabled processes faster and more pragmatically.

Malaysia, in particular, sits at a strategic intersection of strong infrastructure, a growing digital-ready workforce, and close connectivity to ASEAN, Japan, and global markets. This creates powerful opportunities in sectors such as manufacturing, logistics, financial services, and smart infrastructure, where technology can deliver immediate productivity gains and regional scalability.

Across Asia, we are also seeing a shift from technology adoption to technology ownership. Many businesses are no longer satisfied with off-the-shelf solutions due to limitations in scaling at speed, they want systems they can adapt, control, and evolve. This opens the door for tech-driven companies that combine deep domain understanding with agile delivery models.

At Orangeleaf Consulting, we see Asia's advantage not just in cost or speed, but in mindset. The region is increasingly bold, collaborative, and willing to rethink how work gets done. For tech-driven businesses, this is an environment rich with opportunity to build solutions that are not only innovative, but globally relevant.

Integrity, Ownership, Empathy – My Non-Negotiable Compass

The values that guide my decision-making are integrity, accountability, and long-term responsibility. As a business leader and mentor, I'm very conscious that every decision whether strategic or personal creates ripple effects on people, culture, and outcomes. I don't believe in shortcuts that compromise trust, even if they offer short-term gains.

I also value clarity and ownership. I expect people to take responsibility for their work, their growth, and their decisions, just as I hold myself accountable for mine. As a mentor, my role isn't to shield others from challenges, but to help them develop the confidence and discipline to navigate complexity with maturity.

Above all, I lead with purpose and empathy. I've learned that strong leadership requires emotional intelligence—knowing when to push, when to listen, and when to step back. At Orangeleaf Consulting, these values shape how we build teams, work with clients, and contribute to the broader ecosystem.

To me, leadership is not about authority, it's about being principled, consistent, agile in different condition and intentional in creating impact that lasts beyond yourself.

Turning Policy Talk into Real Entrepreneurial Wins





My work has influenced economic policy and entrepreneurial ecosystems not through policymaking itself, but by bridging the gap between policy intent and real-world execution. Through my leadership roles with the Malaysian Young Entrepreneur Association and regional platforms such as the ASEAN Young Entrepreneurs Council, I've had the opportunity to contribute ground-level insights directly into national and regional discussions on entrepreneurship, digital readiness, and talent development.

A key contribution has been advocating for practical, execution-focused support for entrepreneurs beyond grants and incentives. This includes emphasising digital capability, governance, and cross-border readiness so young businesses can scale sustainably, not just start quickly. By sharing real case studies from industry, we help policymakers understand what founders actually need to grow and compete regionally.

Beyond Malaysia, my involvement in ASEAN-wide initiatives has supported stronger collaboration between entrepreneurs, corporates, and institutions across borders. This has helped shape a more connected ecosystem where knowledge, opportunities, and best practices can move more freely across the region.

Ultimately, my goal has always been to ensure that policies translate into real outcomes and stronger businesses, better-prepared founders, and ecosystems that are resilient, inclusive, and future-ready. When entrepreneurs succeed, they don't just grow companies; they strengthen economies and communities at the same time.

Why Asia Wins When Countries Collaborate, Not Compete

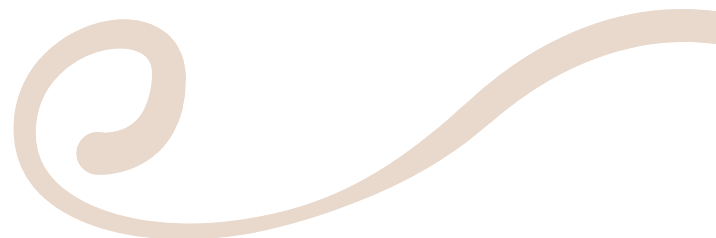


Asia is incredibly diverse where each market brings different strengths, whether in talent, manufacturing capability, digital maturity, or consumer behavior. Cross-border collaboration allows ideas, technology, and best practices to move faster and more efficiently. For entrepreneurs and businesses, it reduces the learning curve of expansion and opens access to larger markets, deeper supply chains, and more resilient ecosystems. In ASEAN especially, collaboration turns regional diversity into a competitive advantage rather than a barrier.



Through my work with regional platforms, and as Orangeleaf has offices in Singapore and Japan, I've seen how partnerships between countries help founders think beyond local limitations and build with a regional or global mindset from day one. These connections create trust, shared standards, and long-term partnerships and not just transactions.

Ultimately, innovation thrives where collaboration exists. When Asian countries work together, we don't just scale businesses but we build ecosystems that are adaptive, inclusive, and capable of competing confidently on the global stage.



From Paper Chaos to 120 Citizen-Built Apps

We ensure digital strategies align with long-term business goals by starting with a clear understanding of the client's priorities across departments. Through structured workshops, we help teams define a comprehensive digitization roadmap that connects day-to-day needs with strategic objectives. From there, we take a business-first approach: prioritizing initiatives based on measurable ROI and real-world impact, not just technical potential. Importantly, we don't stop at implementation.

Our focus is on enabling our clients to execute and sustain the strategy independently. Success means the organization can independently use the tools, adapt the approach, and continue delivering results. One of our customers in Malaysia went from requesting a few digitized paper forms into fully digitized factory and operational processes, which included establishment of a DX department and training over 30 citizen developers who now build their own apps independently, leading to a full-scale implementation with over 120 apps, many of them built in-house by the customer.



The Real Secret to Lasting Impact

Orangeleaf Consulting consistently delivers impactful solutions by focusing on what will really benefit our clients, not just what they are requesting. We take the time to understand the business context behind each project, which allows us to design solutions that are aligned with real operational needs. Our team combines strong technical expertise with a solid grasp of the client's industry, enabling us to spot risks, uncover opportunities, and build systems that work in practice, not just on paper. We also maintain a strict focus on quality at every stage, from design to delivery, delivering services at an international standard.

Advice to My Younger Self



I would tell my younger self to trust your instincts earlier and stop trying to prove your worth through over-delivery. Not every opportunity deserves a yes, and not every challenge needs to be carried alone.

I would also remind myself that growth takes time. In consulting and entrepreneurship, there's often pressure to scale quickly, speak louder, or look bigger than you are. What truly compounds is credibility, ownership, consistency, and character. Focus on doing the work well, building trust, and letting results speak before recognition arrives.

Most importantly, I'd say this: don't lose yourself while building something meaningful. Ambition is powerful, but resilience comes from alignment and knowing why you started and staying grounded in that purpose.

That mindset is what continues to guide me today at Orangeleaf Consulting, and it's the advice I now pass on to young founders and leaders starting their own journey.



Vision to Victory: Prototyping the Hype Away

Our role is to translate our clients' ambitions into executable technology projects that deliver real results. We do this by breaking down big ideas into clear, structured initiatives that align with business goals and operational realities. To bridge the gap between vision and execution, we continuously prototype new technologies, allowing us to separate hype from practical application. We also take an agile, iterative approach to delivery, enabling fast implementation, quick feedback loops, and space for the solution to evolve alongside the client's needs. Using this approach, we implemented an agentic AI enabled factory maintenance application for a customer in Japan that utilizes LLM's to distil lengthy incident reports into live suggestions before the agentic AI was a popularized term.

Scaling Orangeleaf, Empowering Women, Growing DoReMi

At Orangeleaf Consulting, our focus is on strengthening our position as a trusted partner for complex digital transformation where strategy, low-code, and AI come together to create systems that are sustainable, adaptable, and owned by our clients. We're also investing more intentionally in building local talent, ensuring our people are not only technically capable but exposed to global business environments and cross-border opportunities.

Beyond the business, I'm continuing to expand my work across the regional entrepreneurial ecosystem through platforms, with a strong emphasis on empowering women and young founders to think regionally, build responsibly, and lead with confidence. In parallel, we're driving the expansion of the DoReMi App, strengthening partnerships beyond Malaysia to scale social impact and open more pathways for collaboration across borders.

On a personal level, I'm developing projects mainly that allow me to reflect, share, and give back including writing and speaking engagements that capture lessons from my journey in leadership, resilience, and growth. Everything ahead is anchored in one goal: to create opportunities where local talent can compete globally, and where businesses and communities grow together with purpose.



ASIA CEO COMMUNITY

Asia CEO Community is a professional network for business leaders and executives in the Asia-Pacific region. The community provides a platform for members to connect, network, and exchange ideas and information about business in Asia.

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