



Butt Wai Choon, Alex

Managing Director & Master Coach,
GLIDES Consulting Partners Pte LTd.

Alex Butt has transformed himself from a 24-year multinational corporate executive into a successful Coach and business entrepreneur since 2010. He co-founded GLIDES Consulting Partners Pte Ltd to develop and coach leaders in multinational organizations. Since 1992, Alex, had lead technical, marketing and sales functions with Microsoft. He was the Managing Director for Microsoft Malaysia for 7 years before promoted to Regional General Manager for the Asia OEM Business until 2009. In 2013, GLIDES became the exclusive International Representative of Partners In Leadership (PIL) methodology for Singapore and Malaysia. Since then, Alex main focus of his consultancy and coaching engagement revolves around helping teams achieve Key Results through the methodology of Culture Transformation to an accountability to achieve results. He had coached and delivered workshops in USA, Germany, China, India, Australia and many other Asian countries. Some of his previous included developing top talent programs with Microsoft's global Hi-Potential Program (2010-2013), coaching and facilitating Leadership and core Management training curriculum in Microsoft (2010-2013) and delivering strategic working sessions for companies like Microsoft, Dolby Laboratory, Dell, Petronas, Metro Group, Selangor Dredging Berhad, Sime Darby, Singapore Technologies, Singapore MRT etc.

Alex is also very active in the Franchise industry in SE Asia. He dedicates significant amount of his time to help Small and Medium Business through franchisee growth by coaching them along their entrepreneur journey.

Detailed Background:

Butt has established his career in the IT industry for 24 years. Since joining Microsoft from HP in 1992 he has built a rich and diverse career through various roles making him a 17-year veteran with the company. He started as a 'techie' as a Systems Engineer, moved into Technical management and professional services, Microsoft Enterprise Consulting Services, for 14 years. Eventually Butt's career crossed from technical to sales and marketing and transformed himself to be the Marketing Director of Microsoft Singapore and Malaysia. In 2000, he was promoted to the Country Manager role as the Managing Director of Microsoft Malaysia and stayed in that role till June 2006. During this period, he had helped to take the Malaysian subsidiary from strength to strength. He left Malaysia at new heights – this was the first time the company was ranked as the Best Employer in Malaysia. It also achieved the highest Work Health index of 86, doubled the subsidiary's business, and managed the 2nd most profitable subsidiary in all of Microsoft International. Since July 1 2006, Butt was promoted to a regional role as General Manager of Microsoft OEM business in the Asia Pacific Region. The countries included in this geography are: Australia, New Zealand, Korea, India, Singapore, Malaysia, Thailand, Philippines, Indonesia, Vietnam, Brunei, Bangladesh and Sri Lanka. During this period in the Regional HQ of APAC region, Butt led the Genuine Software Initiative (GSI) in which promoted software Intellectual Property and Innovation as an initiative to help governments and organizations to create the IP framework to fuel software industry development. Butt retired from Microsoft in October 2009 after 17 years in Microsoft to pursue his lifelong aspiration to be an entrepreneur and a business coach.

He founded SIGNARAMA Asia Pte Ltd, which holds the SIGNARAMA Master Franchise license for the territories of Singapore and Malaysia. 3 years after he established Signarama in Asia, he entered into a JV United Franchise Group to establish Singapore as the Regional Master hub. The digital signage industry is a \$50 billion business and the growth opportunity in Asia is tremendous. Butt's vision is to be recognized as the top franchise developer in Asia by developing multi-branded Franchise business operation enabling individuals to operate and own their own business, while being supported by a proven business model backed by great product and services.

While he was in the IT Industry over the last 24 years, Butt was recognized as an industry leader in his field. In this height of his IT career, Butt had actively engaged in industry dialogues and sat on advisory boards for various government ICT Councils – including the Technical Resource Group on Marketing/Branding for MATRADE (Ministry of International Trade and Industry Malaysia) and the National Technopreneur Advisory Committee (NTAC) which was under the ambit of the Multimedia Development Corporation (MDec) in Malaysia. He was one of the founding committee members who defined the IT Project Manager certification (CITPM) with the National Computer Board and Singapore Computer Society in Singapore. Over the years, he's also held other positions including Council member of RosettaNet Malaysia and Chartered Member of the New Industry Entrepreneur (TIE) Malaysian Chapter. Butt was previously nominated by "The Edge" business paper as Malaysia's Top 50 Movers and Shakers in 2002. He was also an active board member in the Young President Organization (YPO) Malaysia Chapter from 2004-2007. Currently he is an active member on the Executive committee of HP Alumni in Singapore.

Prior to joining Microsoft, Butt spent 1 year with Honeywell Malaysia and 6 years with Hewlett-Packard Singapore. His last responsibilities spanned Asia Pacific as the Regional Channel Support Manager for the printer, PCs and Handheld devices division.

He graduated with Bachelor of Computer Science Honors degree from University of Manitoba, Canada in 1985. He also holds a post-Graduate Diploma in Finance Management from Singapore Institute of Management.

Apart from playing musical instruments, Butt enjoys reading, road biking, sailing, Gokart racing and is an active advance scuba diver. Between 2000-2006, he dedicated part of his spare time working with Cybercare and Microsoft's Unlimited Potential community affairs efforts, and was a regular monthly article contributor at The Edge's CEO Laptop column.

Butt was a member of Mensa International, which is an international society for the high IQ individual. Although he no longer actively participates in Mensa International society, he continues to challenge himself in designing corporate board games that challenge the intellect, inter-personal awareness, and strategies in negotiation. He holds a Practitioner Certification in Neuro-Linguistic Programming (NLP) accredited from NLP Comprehensive in Colorado, USA. His vision of the perfect retirement job is mentor kids and teenagers to discover their passions and potential and coach leadership skill to young adults while sailing on his 36-foot yacht, named "Passion One".