



# BUSINESS COACH of UNIEC

## UNIVERSITY ENTREPRENEURSHIP CHALLENGE 2022



### NELSON BEH

DEPUTY PRESIDENT OF PERSATUAN  
USAHAWAN MAJU MALAYSIA

- Nelson Beh, PUMM- Deputy Vice President.
- Former President of the Malaysian Lecturers Association, Nelson Beh, who served as a consultant for many local and overseas corporate negotiations, is also a newspaper columnist.
- For many years, he has been active in volunteering to assist non-profit organizations in external mediation work, winning the reputation of "conscientious consultant".
- With more than 20 years of experience in the negotiation field, he is often invited to share actual experience on radio and television.
- In 2016, he was hired by SEGi College (Malaysia) as a "workplace consultant for the Department of Psychology".