



## **Butt Wai Choon, Alex**

Author, Trainer and Business Coach,  
GLIDES Consulting

Alex (Wai Choon) Butt, 56, has transformed himself from a 24-year multi-national corporate executive into a successful entrepreneur since 2010. He founded GLIDES Consulting to develop and coach leaders in multinational organizations towards developing high performing teams. He specializes in individual coaching for high potential employees who needed to break to the next level at the senior ranks of any organization. At the organization level, Alex designs and deliver workshop on: Transforming

High Performance Teams, creating a Culture of Accountability in Teams, transforming organization Culture using the “Culture Transition Method” methodology from the book “Change the Culture, Change the Game”. Alex is also an author of the book: “A CEO, and Entrepreneur, a Tourist and the Monk. Finding the balance between Success and Happiness”.

Alex’s passion to coach Entrepreneurs led him earn a seat on the executive board of Franchise and Licensing Association of Singapore. He is involved actively to develop entrepreneurs through the franchise model in the industry. He is involved to help United Franchise Group from USA, expand their brand presence in Asia, which resulted in the entrance and success of Signarama (largest sign company in the world), Embroidme, Super Green Solution services-oriented franchise brand in Asia.

Alex’s work credentials included:

- Certified Facilitator for Microsoft Corporation Management and Leader’s Bench (Hi-Potential) workshops. Since 2010, he had delivered workshops to over a thousand participants in Microsoft. He was awarded Microsoft’s Top Facilitator Award 2013 for Asia.
- Executive coach for Microsoft senior and GM ranks from 2010 till 2014.
- Certified Culture Transformation Consultant by Partners in Leadership (® for Accountability and Culture transformation tracks. He is one of the handful of Culture

Consultant worldwide who has delivered Culture Transformation workshops for Partners in Leadership®.

- Book. Alex is the author of the book “A CEO, an Entrepreneur, a Tourist and the Monk - *Finding the balance between Success and Happiness*”. This will help executives and entrepreneur to align their personal priorities towards a business purpose re-igniting the inner passion to drive them toward the achieving success while balancing the attainment of “happiness”.
- Other: Alex is an advance meditator. He dedicates about 30 days a year to advance his meditation skills by secluding himself at retreats in the forests during these periods. He encapsulates his experience in meditation in this statement: *“While we engage all of awaken time to develop our intellect and physical health, meditation develops the inner mind, which balances a person’s mental health. Add 10% of your time to meditation - it will improve your overall health by 10 times!”*

Alex spends his downtime as a sailor. He owns a 35ft 1980 Beneteau, a French-made Racing yacht, which he sails around the region when he needed to spark new ideas as well as to get out of the buzz of the urban city.

His motto is: *“When you know what you live for, you can live fully. When you compare your life with others, you will never attain contentment.”*

#### 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 marketing and was appointed the Marketing Director in Singapore and Malaysia. In 2000, he was promoted to the Country Manager role as the Managing Director of Microsoft Malaysia subsidiary 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 2<sup>nd</sup> 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 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 IndustrEntrepreneur (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". Butt is an avid distant cyclist and an advance scuba diver.

#### Career Chronology:

1985-86 : Honeywell (M) Sdn Bhd. Systems Engineer and software systems programmer.

1986-92 : Hewlett-Packard Singapore/APAC. Systems Engineer, Technical Manager, Channel Manager

1992-2009 : Microsoft Singapore, Malaysia, Asia Pacific

- 1992: Technical Manager
- 1994: Microsoft Consulting Practice Manager
- 1996: Application Developer Customer Unit Director (SE Asia)
- 1998: Marketing Director Singapore and Malaysia
- 2000: Managing Director Microsoft Malaysia subsidiary
- 2006: APAC Regional OEM General Manager
- 2009: Retired from Microsoft Corporation.
- 2009: Founded GLIDES Consulting and GLIDES Pte Ltd.
- 2010: President of SIGNARAMA Asia Pte Ltd, Master Licensee **SIGN\*A\*RAMA®**
- 2010: Executive Coach; Facilitating corporate training, Entrepreneur, and designing corporate games to stimulate learning.
- 2017: Ordained as a Buddhist Monk for 45 days in Thailand.
- 2018: Wrote and published the book: "A CEO, an Entrepreneur, a Tourist and the Monk."  
<https://TheCeoMonk.com>.