

Coach Hadi Salleh

AI TRANSFORMATION STRATEGIST

HRDC Accredited Trainer | Certified Associate Coach



Helping Organizations Simplify
**AI, Digital Marketing &
Workforce Transformation**



18
Years
Experience



10,000+
Participants
Trained



100+
Organizations
Engaged



Corporate
Government
SME • TVET



TRANSFORM • EMPOWER • FUTURE-PROOF

Professional Credentials

Certified, Accredited & Industry-Driven Learning Professional

PROFESSIONAL CERTIFICATIONS



HRDC Accredited Trainer

Authorized to conduct HRD Corp claimable training programmes nationwide.



HRDC Certified Trainer

Certified under HRD Corp Train-The-Trainer professional standard.



Certified Associate Coach (CAC)

Professional coaching certification aligned with modern coaching development practices.



eUsahawan Certified Trainer

Certified to support entrepreneurship and digital business development initiatives.

ACADEMIC QUALIFICATIONS



BBA (Hons) Marketing

University Technology MARA Johor



Diploma in Business Studies

University Technology MARA Pahang

PROFESSIONAL IDENTITY



AI Transformation
Trainer



Digital Marketing
Strategist



Sales Performance
Coach



Corporate Learning
Facilitator



18

Years Industry Experience



10,000+

Participants Trained



100+

Organizations Engaged

Empowering Organizations Through AI & Digital Transformation

Practical, Human-Centered & Results-Driven Learning Experience

Coach Hadi Salleh is an AI Transformation Strategist and HRDC Accredited Trainer with 18 years of experience empowering organizations, entrepreneurs, educators and corporate teams across Malaysia.

He specializes in simplifying AI adoption, digital marketing transformation and workforce productivity through practical, hands-on learning experiences.



AI Transformation
& Productivity



Digital Marketing &
AI Content Systems



Sales Performance &
Customer Experience



TikTok & Livestream
Commerce Strategy



Workforce Upskilling &
Business Coaching



10,000+
Participants Trained



100+
Organizations Engaged



18 Years
Industry Experience



98%
Highly Engaging &
Practical Sessions

“ Transforming teams through practical AI, digital marketing and workforce development strategies. ”

The 4E Practical Learning Framework

Hands-On, Outcome-Driven & AI-Enhanced Learning Experience

01



Engage

Real business scenarios, participant pain points and industry-relevant discussions.

02



Educate

Live demonstrations, guided explanation and simplified learning concepts.

03



Empower

Participants create practical outputs such as content, campaigns, AI workflows and action plans.

04



Execute

Implementation planning, group sharing, feedback and real-world application.



“ Not just theory — participants leave with **practical outputs** they can use immediately. ”

Career Experience

18 Years of Experience in Training, Sales, Leadership & Digital Transformation

2020

– Present



Ad Sukses Solution

Business Director

- Leads AI & digital transformation programmes
- Develops corporate growth and workforce upskilling strategies
- Conducts HRDC claimable training for corporate and government sectors

2017

– 2020



AIA Berhad

Regional Training Specialist

- Trained and coached more than 10,000 insurance and takaful agents
- Supported leadership and sales performance development
- Managed onboarding and agency growth training initiatives

2015

– 2016



SOGO KL Department Store

Corporate Trainer

- Managed HRDC training administration
- Conducted customer service and sales training
- Improved internal workforce performance and learning systems



Leadership
Development



Sales
Training



Workforce
Transformation



Corporate
Facilitation



AI & Digital
Upskilling

Training Specialization

Strategic AI, Digital Marketing & Workforce Development Expertise



AI & DIGITAL TRANSFORMATION

- ✓ AI Productivity Systems
- ✓ AI for Workplace Efficiency
- ✓ AI Marketing Automation
- ✓ AI Content Strategy
- ✓ Digital Transformation Planning



SALES & CUSTOMER EXPERIENCE

- ✓ Customer Journey Strategy
- ✓ Sales Performance Coaching
- ✓ Negotiation & Persuasion Skills
- ✓ CRM & Relationship Building
- ✓ Consultative Selling Strategy



DIGITAL MARKETING & COMMERCE

- ✓ Short Form Video Strategy
- ✓ Social Commerce Growth
- ✓ Digital Campaign Planning
- ✓ Livestream Conversion Strategy
- ✓ Content Marketing Optimization



LEADERSHIP & WORKFORCE DEVELOPMENT

- ✓ Team Productivity
- ✓ Business Communication
- ✓ Coaching & Facilitation Skills
- ✓ Workforce Upskilling
- ✓ Future Workforce Development



“Delivering practical, high-impact learning experiences designed for **real business implementation.**”

TRANSFORM • EMPOWER • FUTURE-PROOF

Featured Corporate, Government & High-Impact Programmes

Trusted by Corporate Organizations, Government Agencies, SMEs & Education Institutions Across Malaysia



INTERNATIONAL PROGRAMME
FEATURED INTERNATIONAL PROGRAMME

UNDP AI & Business Bootcamp

Sustainable Tourism MSME Capacity Building & AI Productivity Programme



GOVERNMENT & AGENCIES



MAINJ



KKR



GIATMARA



KEJORA



RISDA



ECERDC



PUNB



LADA



CORPORATE & INDUSTRY



SYNGENTA



SENHENG



BENXON



GT-MAX



KEDAI EMAS ZAKARIA

KEDAI EMAS ZAKARIA



EDUCATION & TVET



KPTM



PMJB



UC TATI



YAYASAN
PELAJARAN MARA

YPM



Corporate

Government

SME

TVET

International Exposure

Selected Training Programmes Conducted 2026

High-Impact AI, Digital Marketing & Workforce Development Programmes Across Malaysia

PROGRAMME	CLIENT	FOCUS AREA	YEAR
 Keberkesanan Media dalam Promosi Waqaf, Zakat dan Baitulmal	MAINJ	Media Communication & Public Engagement	2026
 Canva Pro for Professional Workplace Design	YPM	Workplace Design & Productivity	2026
 Program Start Right 2.0	GIATMARA	Digital Marketing & Entrepreneurship	2026
 Bengkel Pengukuhan UKK	KKR	Communication & Unit Branding	2026
 Social Media Selling Mastery for Agrotech	SYNGENTA	Digital Sales & Agrotech Marketing	2026
 UNDP-ST 3-Day AI & Business Bootcamp	UNDP	AI Productivity & MSME Growth	2026
 Bengkel Pemasaran Digital & AI	LADA	Digital Marketing & AI Adoption	2026



Full training records and programme portfolio available **upon request.**



Professional Certifications & Accreditations

Recognized. Accredited. Trusted by Industry, Government & Corporate Organizations.



Certified Associate Coach (CAC)

Professional Coaching Certification
Aligned with Global Standards



HRDC Accredited Trainer

Accredited by HRD Corp



HRDC Certified Trainer

Certified under HRD Corp
Train-The-Trainer Programme



Committed to delivering **high-impact, HRDC-compliant** and **industry-driven** training that empowers organizations, accelerates growth and builds future-ready teams.

Training Delivery Showcase

Hands-On Learning Experiences Across Corporate, Government & Community Programmes



CORPORATE TRAINING DELIVERY

Practical hands-on delivery with real business and workplace implementation.



GOVERNMENT & COMMUNITY PROGRAMMES

Engaging diverse participant groups from agencies, entrepreneurs and workforce development programmes.



ONLINE & HYBRID FACILITATION

Experienced in online, hybrid and digital learning environments using modern facilitation methods.



AI PRACTICAL & OUTPUT-BASED LEARNING

Participants create practical outputs such as campaigns, content, AI workflows and business action plans.



“ Focused on practical implementation, participant engagement and real workplace application. ”

Why Organizations Choose Coach Hadi

Building Future-Ready Teams Through Practical AI & Digital Transformation Training

- ✓ HRDC Accredited & Certified Trainer
- ✓ 18 Years of Training, Sales & Digital Transformation Experience
- ✓ Trusted by Corporate, Government & Education Organizations
- ✓ Specialized in AI Transformation & Workforce Upskilling
- ✓ Strong Hands-On & Practical Learning Approach
- ✓ Experienced in Physical, Online & Hybrid Training Delivery
- ✓ Focused on Real Business & Workplace Implementation



Coach Hadi Salleh

AI Transformation Trainer
Digital Business &
Workforce Development Specialist



mohammadhadisalleh@gmail.com



01121066769



linkedin.com/in/coachhadisalleh

WhatsApp QR



“ Empowering Organizations to **Simplify AI,**
Accelerate Growth & Future-Proof Their Workforce. ”



Thank You

Let's Build Future-Ready Teams Together

▶▶▶ Ready to empower organizations through practical AI, digital transformation and workforce development.



Coach Hadi Salleh

AI Transformation Strategist

HRDC Accredited Trainer
Certified Associate Coach



011 2106 6769



mohammadhadisalleh@gmail.com



linkedin.com/in/coachhadisalleh

Scan to Connect



“

Empowering Organizations to **Simplify AI,**
Accelerate Growth & Future-Proof Their Workforce.

”

