

# Executive Profile

## Stella Chong

MIM-CPT, MMIM, FIPA, AACSB

Founder & Principal Consultant

INFINITY MANAGEMENT CONSULTANTS



---

As a founder and principal of INFINITY, Stella's leadership, entrepreneurial insight and operational expertise have strengthened INFINITY's culture, developed the company into a leading business management consultancy group in Malaysia. She provides strategic direction and manages company's business advisory divisions in Corporate Secretarial, Accounts and Taxation, Intellectual Property Rights, includes franchising, licensing as well as legal interests for corporate clients. She has vast experiences in advising not only local but also international clients throughout Asia and other regions.

Through her vision and passion, she founded INFINITY from a start-up to seasoned management consultants today. Prior to founding INFINITY in 2004, she was a Secretary at an associated company of CMPS&F Group in Australia before embarked on the journey of Finance & Administration as a Manager in a local PLC group.

She has a combination of hands-on knowledge, skills and experience in both corporate finance and administration management for almost two decades that has proven invaluable in achieving tangible results for clients. Her well-organised and strong analytical skills with exposures to various industries serve her role well of being a seasoned management consultant.

Stella holds double academic degree from University of Bolton, United Kingdom with Bachelor (Honours) in Accountancy, and Business Administration. Stella is a Company Secretary licensed by Companies Commission of Malaysia. She is a member of Institute of Company Secretaries Malaysia (Affiliate of MAICSA), and Fellow member of Institute of Public Accountants in Australia. The company is also a Trademark agent approved by Intellectual Property Corporation of Malaysia, and a qualified Franchise Consultant under Malaysia Franchise Association.

Stella is now a Certified Professional Trainer from both *Directive Communication International* accredited by American Institute of Business Psychology, and *Malaysia Institute of Management*. Such accreditation programmes were supported by MIDA (*Malaysian Investment development Authority*)'s Capacity Development Fund under Service Sectors (SSCDF) follows after the SME Corporation Malaysia (A&P) grants. INFINITY is now a PSMB (Ministry of Human Resources) registered training provider.