



*Brief C.V. of Mr. Sam Siew*

**Sam Siew** the Founder and Managing Director of Franchise Technology Sdn Bhd, now known as FT Consulting, has more than 25 years experience in sales and marketing, specifically in direct selling of household capital goods at Senior Management and CEO level. A major part of Sam's career was spent with a MNC where as General Manager and Director, he was instrumental for the company's five-fold expansion. Over the last fifteen years, as a prime mover in the franchise consultancy, Sam has been involved in the development of many successful homegrown franchise programs. He was instrumental in recruiting numerous master franchisees for international franchisors. He had helped developed several master franchisees to become joint-venture companies with franchisors for regionalization in Asia. Recently he assisted a homegrown franchise in the appointment of a Regional franchisee for the Kingdom of Saudi Arabia and the Gulf Countries in the Middle East. As a forerunner in the industry, Sam contributes to the local franchise industry in his capacity as an active EXCO member in the Malaysian Franchise Association. He is a frequent speaker and chairperson in related conferences, seminars and forums at both national and international levels.

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