

PROFILE

J. D. Lovrenciar, APR, FIPR, MA (Australia)

Mr. J.D. Lovrenciar, APR, FIPR, holds a Master in Communication Management (University of South Australia), as well as a Professional Diploma in Public Relations awarded by the national professional body – The Institute of Public Relations Malaysia.

International exposure:

His career span as Head of PR covered the local and international Healthcare and Audit/Accounting industries and the education sector. He also held various lecturing engagements at several institutions of higher learning namely INTI International University, Sunway College, Assunta School of Nursing and Stamford College.

Training & Consulting:

He professional consulting and training engagements covered several countries including Cambodia, Brunei, Vietnam, Sri Lanka, Hong Kong, Singapore, South Africa, Lesotho, North Sudan and the Kingdom of Bhutan.

Publications:

A pioneer Accredited PR professional in Malaysia, he has four publications to his

credit. These are:

1. Chapter Writer, *World Class Public Relations in Practice: Tun Dr. Mahathir Mohamed* (2003);
2. Editor, *Government Public Relations: Persuasion, Personality and Power* (2004);
3. Writer, *Home Away From Botswana* (2006);
4. Writer, *Nursing in the 21st Century: An Approach to Personal and Professional Development* (2007).

Awards:

In recognition of his contributions to the development of public relations here in Malaysia and abroad, he was bestowed with the distinguished *Fellowship Award* by the Institute of Public Relations Malaysia's Patron, Duli Yang Teramat Mulia Raja Muda Perak Darul Ridzuan Raja Dr. Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah, in August 2007.

The former Honorary Secretary of the Institute of Public Relations Malaysia and Chairman for the Professional Practice Development within the Council of IPRM, he is presently commissioned to develop professional modules in Public Relations for the Institute of Professional Development, Open University Malaysia.

Dated: March, 2012