

## **DATUK ATIKAH ADOM**

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Datuk Atikah Adom spent 28 years in BSN. Her career in the banking industry culminated in her assuming the roles of Director of Corporate Communications and Public Affairs, Director of BSN Finance and Director of Permodalan BSN Berhad. She has had good international exposure through active participation and representation in overseas conferences, marketing exchange programs through the ISBI (International Savings Banks Institute, Geneva/Brussels) and Bank Bumiputra Malaysia Berhad in London.

Datuk Atikah currently presents workshops/seminars on numerous topics with regard to projecting and enhancing good corporate image to an impressive list of corporate clientele. She brings a wealth of experience to her instruction and demonstrates etiquette concepts with plenty of 'real life' examples. The principles introduced in the seminar are transferable between business and social situations.

With over 30 years of working experience and her exposure in the corporate and with NGOs she has been associated with; Datuk Atikah now lends her experience to these organizations. What Datuk Atikah does best is help people build their own 'personal brand' through seminars and courses in Social and Corporate Etiquette, Effective Communications and Motivational Seminars in Government, Corporate and NGOs. Datuk Atikah has a Bachelor's Degree (Hons) in Sociology and Anthropology.