

**Ernie Chen**  
**Founder/ Group CEO**  
**ATCEN & outLOUD Entertainment Group**



Ernie serves as Group CEO of ATCEN – a leading regional service provider of people and brand development. Ernie has a MA in Communication, BA in Mass Communication, BA in Theatre, a Certified Image Consultant and Global Certified Support Manager from America, and is presently pursuing his DBA in Marketing Management. Alongside his Professional Membership with the Malaysian Association of Professional Speakers, he has more than 15 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries. Ernie is an entrepreneur and professional salesman that have sold his ideas successfully, a professional manager that delivers results, a performance coach that help others achieve high performance and motivator extraordinaire that helps people believe in themselves worldwide.

Ernie is an internationally certified speaking professional, renowned global public speaking champion and acclaimed trainer. He is better known as the "Guru of Confidence" and the No.1 Motivator in Asia by his peers, colleagues, customers, partners, friends and students for his enthusiasm and confidence in building a community of confident people and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to organizations; he coaches his clients to prosper in their career, advancing them up their career and life.

Ernie is the Founder/ Group CEO of the ATCEN Group of Companies that consist of ATCEN Ventures Sdn Bhd (the Holding & Investment Company), ATCEN Sdn Bhd (a Consulting, Education and Outsourcing Company), ATCEN Communications Sdn Bhd (a Brand, PR & Marketing Communication Agency), outLOUD Studios Sdn Bhd (a People Confidence Development Company), Training Touch Sdn Bhd (a Team Event & Adventure Company), DreamTalents Media Sdn Bhd (a Video & Film Production House), Seri Mahligai Sdn Bhd (Recruitment & Outsourcing) and Leadership Asia (Leadership Development Center & Publishing).

Ernie is also the second-hardest working man in show business, perfecting his act at theatres, clubs, corporate & dinner functions, colleges and product launches in the country. Ernie has also appeared in numerous radio and television commercials locally and internationally. He has also worked in nearly every performing capacity; an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer and producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and recently "The Firm" and "The Firm 2." The His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

His clientele include both MNCs and LLCs such as Financial Services Institutions, Telecommunications, High Tech Industries, Hospitality, Education, Advertising and Entertainment.