



Alex, Butt Wai Choon

Trainer and Business Coach,
GLIDES Consulting

Alex (Wai Choon) Butt has transformed himself from a 24-year multi-national corporate executive into a entrepreneur since 2010. He founded GLIDES Consulting to develop and coach leaders in multinational organizations towards developing high performing teams. He focuses on coaching for high potential employees who needed to break to the next level at the senior ranks of any organization.

Alex has established his career in the IT industry for 24 years. He has worked with Honeywell in 1985, HP in 1986 and Microsoft in 1992. He started as a 'techie' as a Systems Engineer with Honeywell in Malaysia and Hewlett-Packard in Singapore. He was hired by Microsoft in 1992 to as a Technical Manager where he spend 17 years taking other roles like Microsoft Consulting Services, Marketing Division, Developer Marketing, and General Manager of Microsoft Malaysia subsidiary.

Alex has a wide-ranging career that started from technical, marketing to sales and marketing. His last job with Microsoft before left the corporate role was managing the regional division of Microsoft OEM for Asia Pacific (from 2007 to 2009) covering 11 countries and a revenue of US\$500m.

In 2010, Alex started a company, Glide Consulting, to provide corporate training and coaching services to multinational companies. He received the top facilitator award by Microsoft in 2012 in Asia for his high rating in management and leadership workshops. He has a passion for coaching and delivering leadership and management programs.

Currently Alex coaches as an external contract coach for companies. With the COVID travel restriction, the training business in the region has stopped. He would like to continue to work for companies whom he could be engaged to conduct training as well as coaching for corporate executives and leadership programs.

Alex's work credentials included:

- Certified Facilitator for Microsoft Corporation Management and Leader's Bench (Hi-Potential) workshops. Since 2010, he had delivered workshops to over a thousand participants in Microsoft. He was awarded Microsoft's Top Facilitator Award 2013 for Asia.
- Executive coach for Microsoft senior and GM ranks from 2010 till 2014.
- Certified Culture Transformation Consultant by Partners in Leadership (@ for Accountability and Culture transformation tracks. He has delivered Culture Transformation workshops for multinational companies like SMRT, ST Electronics, Petronas, Sime Darby and Crimson Logic.

Alex graduated with Bachelor of Computer Science Honors degree from University of Manitoba, Canada in 1985. He also holds a post-Graduate Diploma in Finance Management from Singapore Institute of Management.

Butt was a member of Mensa International, which is an international society for the high IQ individual. Although he no longer actively participates in Mensa International society, he continued to challenge himself in designing corporate training program that challenge the intellect, inter-personal awareness, and strategies in negotiation. He holds a Practitioner Certification in Neuro-Linguistic Programming (NLP) accredited from NLP Comprehensive in Colorado, USA.

Academic and career chronology:

1974-1977: GCE 'O'. Victory School (Singapore).

1978/1979: GCE 'A'. Nanyang Junior College (Singapore)

1981-1985: Bachelor of Computer Science (Honors), University of Manitoba (Canada)

1984-1985: Graduate Diploma in Financial Management, Singapore Institute of Management

1985-86 : Honeywell (M) Sdn Bhd. Systems Engineer and software systems programmer.

1986-92 : Hewlett-Packard Singapore/APAC. Systems Engineer, Technical Manager, Channel Manager

1992 - 2009: Microsoft Singapore, Malaysia, Asia Pacific

1992: Technical Manager

1994: Microsoft Consulting Practice Manager

1996: Application Developer Customer Unit Director (SE Asia)

1998: Marketing Director Singapore and Malaysia

2000: General Manager at Microsoft Malaysia

2006: APAC Regional OEM Manager

2009: Retired from Microsoft Corporation to start a business.

2009: Founded GLIDES Consulting. Executive Coach; Facilitating corporate training, Entrepreneur, and designing corporate games to stimulate learning.

2010: Started SIGNARAMA Asia Pte Ltd, Master Licensee Signarama (US Franchise).
Sold the business in 2018.

2018: Wrote and published the book: "A CEO, an Entrepreneur, a Tourist and the Monk."
<https://TheCeoMonk.com>.