

## PROFESSIONAL PORTFOLIO

### *Dr. Daniel Koh – Professional Portfolio*

*Trainer & Assessor*

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**Dr. Daniel Koh Kian Wei** is a [Singaporean data scientist](#), [consultant](#), and [entrepreneur](#), known for his work in [data science](#), business analytics, and consumer research. He is the founder of [Data Chord Pte. Ltd.](#), based in [Singapore](#), and [Koh & Associates 合同会社](#), headquartered in Osaka, Japan. Dr. Koh has over 18 years of experience in data science and has contributed to both academic and professional sectors in the fields of data analytics and [marketing](#). For his contribution in the fight against COVID-19 Pandemic in Singapore, he was awarded the National Award COVID-19 Resilience Medal by the Government of the Republic of Singapore<sup>[1]</sup>

#### Early life and education

Daniel Koh was born and raised in Singapore. He pursued a Marketing degree with Singapore University of Social Sciences, a postgraduate Marketing and Consumer Insight degree with Nanyang Business School, and a Doctor of Business Administration at [Swiss School of Business and Management](#). He successfully defended his dissertation *Obscurity Effect: A Valuation Match Between Buyer and Seller of Time-Sensitive and Value-Depreciating Good for the Singapore Millennial Consumer Market*.<sup>[2]</sup> His academic work specialized in using data to inform consumer behavior and market strategies. Dr. Koh's background in both business and data science has allowed him to integrate complex data-driven methodologies into practical business applications.



Career



### **Koh & Associates 合同会社**

In 2023, Dr. Koh founded *Koh & Associates 合同会社*, a data science consultancy based in Osaka, Japan. The company focuses on helping businesses use data to drive decision-making, enhance operational efficiency, and improve customer insights. Under his leadership, the company has worked with several high-profile clients to implement data analytics, [artificial intelligence](#) (AI), and [machine learning](#) strategies. He was featured by the Osaka Prefecture Government.<sup>[3]</sup>



### **Data Chord Pte. Ltd.**

In 2024, Dr. Koh expanded his operations by founding *Data Chord Pte. Ltd.*, a Singapore-based consultancy focused on data science and analytics. The company offers services in data analysis, business intelligence, and AI implementation.

Academic contributions

Dr. Daniel Koh has made notable contributions to the understanding of loss aversion in consumer decision-making, particularly through the development of mathematical models that quantify consumer preferences for avoiding losses over achieving equivalent gains. His work on loss aversion distribution has been published in journals such as the *Journal of Behavioral Data Science*.<sup>[4]</sup> His research contributes both to the theoretical understanding of behavioral economics and to practical applications in business analytics and consumer behavior studies.

References

1. [↑ "National Day Award Recipients". Prime Minister's Office Singapore. Prime Minister's Office Singapore. p. 191. Retrieved 4 September 2024. Recipient No. 14114](#)





2. ↑ [Koh, Daniel \(2016\). "Obscurity Effect: a Valuation Match Between Buyer and Seller of Time-sensitive and Value-depreciating Good for the Singapore Millennial Consumer Market". \*Global journal of Business and Integral Security\*. ISSN 2673-9690.](#)
3. ↑ [Osaka Pref PR jp \(2024-04-24\). \*What Makes Osaka Attractive as a Business Destination? \(Koh & Associate LLC\)\*. Retrieved 2024-09-04 – via YouTube.](#)
4. ↑ [Koh, Daniel \(2024-03-24\). "Loss Aversion Distribution: The Science Behind Loss Aversion Exhibited by Sellers of Perishable Good". \*Journal of Behavioral Data Science\*. 4 \(1\): 63–80. doi:\[10.35566/jbds/koh\]\(#\). ISSN 2575-8306.](#)

Daniel's LinkedIn: <https://www.linkedin.com/in/dr-daniel-k-681785134/>

*Pham Duc Minh (Data Chord Apprentice) – Professional Portfolio*

*Trainer*



Pham Duc Minh is a data science trainer with a strong applied background at the intersection of analytics, machine learning, and systems design. He has completed a rigorous Professional Certificate in Data Science apprenticeship at Data Chord, covering end-to-end competencies including Python and R for data science, exploratory data analysis, machine learning, ETL, data engineering, cybersecurity analytics, and AI ethics. Minh brings hands-on experience from building reproducible machine-learning pipelines, feature-engineering complex datasets, and translating abstract technical concepts into interpretable models and visual explanations. With formal training in computer science and game programming, he adopts a highly structured, intuitive, and learner-centric teaching approach—particularly effective for beginners and interdisciplinary learners. Minh is fluent in English and Vietnamese, and is well-positioned to support foundational to intermediate data science training with a strong emphasis on practical skills, clarity, and real-world application.

Minh conduct training for:

1. Introduction to AI & Data Science
2. Personal Data Protection & Ethical Analytics
3. Basic Data Integration and ETL Techniques
4. Fundamentals of Machine Learning for AI Applications
5. Introduction to Graph Theory

## *Dr. Zulkifli Jalil – Professional Portfolio*

### *Trainer*



**Founder & CEO of CYB3R, Zul Jalil** is a visionary leader and entrepreneur in the fields of cybersecurity, AI, and digital transformation. With a robust background in education, professional certifications, and hands-on industry experience, Zul has established himself as a pioneer in providing cutting-edge solutions that empower individuals and organizations in an increasingly digital world.

### *Zul's Certifications*

- OSCP (Offensive Security Certified Professional) - Offered by Offensive Security.
- CRISC (Certified in Risk and Information Systems Control) - Offered by ISACA (Information Systems Audit and Control Association).
- AWS Cloud Security - Amazon Web Services (AWS)
- Microsoft Azure Security – Offered by Microsoft
- CISA (Certified Information Systems Auditor) - Offered by ISACA.
- CISM (Certified Information Security Manager) - Offered by ISACA.
- CEH (Certified Ethical Hacker) - Offered by EC-Council (International Council of E-Commerce Consultants).
- PMP (Project Management Professional) - Provided by PMI (Project Management Institute).
- CompTIA Security+ - Offered by CompTIA (Computing Technology Industry Association).
- ECSS (EC-Council Certified Security Specialist) - Offered by EC-Council.



- ECND (EC-Council Certified Network Defender) - Offered by EC-Council.
- EC-Council Instructor - EC-Council offers instructor certifications for individuals certified to teach EC-Council courses.
- CHFI – Certified Hacking Forensic Investigator
- CEH Master (CEH + CEH Practical) Offered by EC-Council (International Council of E-Commerce Consultants).
- Cybersecurity Career Mentor – EC – Council
- ACLP (Advanced Certificate in Learning and Performance) by SG Long Life Learning Institute.

## ***Zul's Education***

### **Doctorate in Business Administration**

Teesside University • Singapore, Singapore 12/2022 (pending Viva)

- Research-informed business leader who can apply best practice within organization and managerial practices

### **Master of Science Information Technology**

University College Dublin (Kaplan) • Singapore, Singapore 10/2021

- Studied Digital Business, Corporate Finance, Global Strategic Management, Management Support Systems and
- Strategic Information Management for Competitive Advantage Course completed. GPA 3.46 (4.0 scale)

### **Specialist Diploma Cyber Security Management**

Singapore Polytechnic • Singapore, Singapore 08/2017

- Studied Security and Defences, Digital Forensic Investigation, Security Policy, and Incident Management

### **Bachelor of Science in Computing and Information Systems**

University of London (SIM) • Singapore, Singapore 08/2001

- Studied programming, Computer Security, Basic Computer Learning, Databases, Network and





Software Design and Development.

### ***CYB3R***

CYB3R is a Singapore-based cybersecurity and AI solutions provider operating as a sole proprietorship. The company focuses on cybersecurity training, hands-on practical labs, AI-assisted security education, and accessible pathways for learners entering the cybersecurity industry. Through CYB3R, Zul delivers industry-aligned programs such as ethical hacking, SOC analysis, malware detection, and AI-driven cybersecurity applications, empowering individuals and organizations to build resilience in an increasingly digital world.

Zul's mission with CYB3R is to make cybersecurity and AI education accessible, practical, and globally relevant, helping learners gain real skills, real confidence, and real career opportunities.

Zul's LinkedIn: [www.linkedin.com/in/zul-jalil](http://www.linkedin.com/in/zul-jalil)

*Dr. Kathrin Kind-Trueller – Professional Portfolio*

*Expert Assessor for Certification*



Dr. Kathrin Kind-Trüller is a globally recognised multi-award winning, AI and Quantum Computing expert, selected by the World Economic Forum for its Global Future Council on Data Foundation as main Data & AI member. With over 26 years in tech and 18 in AI, she has lead Cognizant’s AI & Data Practice in Global Growth Markets as Chief Data Scientist. Also formerly in Leadership , R&D, AI, IT and Data roles with the VW Group, BMW, Mercedes, Siemens, ZF, and Bosch, she is also a guest lecturer, technical editor, and mentor. Her work bridges cutting-edge research with real-world innovation in autonomous systems, agents, IT Management, Cybersecurity, resilient and mature enterprise AI, and sustainable tech. She is currently board member at several companies & today serves as CEO of QubitNexus.AI.

LinkedIn: <https://www.linkedin.com/in/drkind/>

Assessor for:

1. Professional Certificate in Data Science (Cybersecurity)
2. Professional Certificate in Data Science (Marketing)
3. Combating Disinformation in the Digital World (UN-partner training)