

Yanzer Lee

Credentials

- **Founder & Chief Executive** of Fireworks Solutions, an Interactive Communications Specialist that offer ICT solutions such as web solutions , multimedia solutions, e-commerce services, internet marketing & communications services such as advertising and consultancy. Clientele such as Celcom (largest Telco in Malaysia), Maxis (2nd largest telco in Malaysia), Petronas, Hotel Equatorial, British Council Malaysia, United Nations, Panasonic and advertising agencies such as BBDO, DraftFCB, Asatsu DK, Bozell and Wizart Advertising.

Fireworks Solutions is an **MSC Malaysia Status Company** (www.MSC.com.my), and a member of **Association of Accredited Advertising Agents Malaysia** (www.aaaa.org.my)

- **Founder & Chief Technology** of Fireworks Solutions United Kingdom, an Interactive Communications Specialist which is a branch of Fireworks Solutions Global.
- **Director of Technology** of Triumphant Multimedia Sdn Bhd, an ICT solutions for Government related and ICT outsourcing specialist. A Bumiputera company registered with the Ministry of Finance under various sub-heads of MOF i.e. 010201, 210101, 210102, 210103, 210104, 210105, 210106, 221501, 221502 and 221503.
- **Master Franchisor of Smart Screen Technology in Malaysia.** Currently developing the Malaysia Market for Smart Screen™ digital signage model.
- Currently and previously act as **Multimedia Communications Consultant to many Advertising Agencies** such as Proximity of BBDO, DraftFCB of IPG Group, Wizart Advertising, Ken Solusi, Bozell Worldwide, Media 2.0, Yellow Brick Road and many big names in the advertising and media industry.
- Spearheaded the web re-branding exercise of the **Multimedia Super Corridor Malaysia** (www.MSC.com.my), a government funded ICT development body in Malaysia which oversees all multimedia development industries in Malaysia.
- Spearheaded the development of a state-of-the-art Web Portal Management System for United Nations in Malaysia. The web portal, thru its content and web experience, was awarded the Cyberstar Award by the United Nations worldwide, breaking records in terms of score of 110% of the total score among all the web portals worldwide.
- Consulted and developed many Interactive Exhibits projects for Petronas in Petronas Science Centre and the Skybridge Exhibition Centre at the Petronas Twins Tower.

- One of the initial committee working with the MSC Malaysia to start the www.CreativeCommons.org, a WEB 2.0 movement in Malaysia. This movement is one of the few largest copyright sharing community in the world.
- Currently creating a web management software for the mass public to be distributed worldwide. This software will be sold of the shelves in bookstores, shopping malls and online channels.
- Sponsor in web developments for World Vision Malaysia.

Professional Awards

- The Kancil Award, Multimedia Category (Silver) for WhatInTheHercules.com as the Web Developer team under BBDO Malaysia.
- The Kancil Award, Multimedia Category (Bronze) for MiniTicketPreventilizer.com as the Web Developer team under BBDO Malaysia.
- United Nations' Cyberstar Award: Web Portal Development & Management System for United Nations in Malaysia.

Professional Experiences

2002 to current

Founder & Chief Executive of Fireworks Solutions, an Interactive Communications Specialist that offer ICT solutions such as web solutions , multimedia solutions, e-commerce services, internet marketing & communications services such as advertising and consultancy. Clienteles such as Celcom (largest Telco in Malaysia), Maxis (2nd largest telco in Malaysia), Petronas, Hotel Equatorial, British Council Malaysia, United Nations, Panasonic and advertsing agencies such as BBDO, DraftFCB, Asatsu DK, Bozell and Wizart Advetising.

2007 to current

Founder & Chief Technology of Fireworks Interactive Limited in United Kingdom, an Interactive Communications Specialist which is a branch of Fireworks Solutions Global.

2007 to current

Director of Technology of Cyberian Limited in Thailand, an Digital Signage Media company.

2001 to 2002

Multimedia Consultant to Egency.com Sdn Bhd, a local web agency with clientele such as Disney, F&N (a beverage giant in Malaysia), RAOUL, Bank Bumiputera, Proton and many big names.

2000 to 2001

Art Director in Go-Traffic Malaysia, an advertising agency in Malaysia.

2000 to 2001

Multimedia Designer in K2 Interactives, an digital advertising agency in Malaysia.

Education History

Year	Institute / University Name	Qualification / Grade
1990 - 1996	St John's Institution	SPM / O Level (Grade 1)
1996 – 2000	Limkokwing Institute of Creative Technology	Degree in Multimedia Design

Affiliation History

Affiliation	Role
Rotary Club of Bukit Bintang	Committee Director of Web Communications
St. Johns Institution 1996 Former Student Forum	Founder
Bujinkan Hachimon Dojo Malaysia	Junior Instructor