

Malcolm Wu

Community Event Producer & Program Director



CONTACT

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LINKEDIN
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LOCATION
Sarawak, Malaysia
Relocating to Banja Luka,
Bosnia & Herzegovina

PORTFOLIO
malcolmwu.com

CORE COMPETENCIES

- Event Production & Direction
- Community Building & Activation
- Cultural Program Management
- Cross-Border Ecosystem Connectivity
- Sponsorship & Partnership Building
- Annual Program Design & Architecture
- Fireside Chat & Panel Moderation
- Team Leadership & Talent Development

LANGUAGE PROFICIENCY

English C2 / Native	● ● ● ● ●
Malay C2	● ● ● ● ●
Mandarin C1	● ● ● ● ●
Cantonese B1	● ● ● ● ●
Hakka B1	● ● ● ● ●
Serbian A1, learning	● ● ● ● ●
Croatian A1, learning	● ● ● ● ●
Bosnian A1, learning	● ● ● ● ●

PROFESSIONAL PROFILE

Malcolm Wu is a community event producer with experience running events ranging from international cultural festivals to government-officiated obstacle course races. He founded Gathering of Tribes Borneo, an annual Capoeira festival drawing practitioners from over 20 countries, supported by the Ministry of Tourism Sarawak and BESarawak. As Race Director, he designed and produced Sabal OCR (2025), Sarawak's first government-officiated obstacle course race, officiated by the Premier of Sarawak.

As Spartan Brand Ambassador for Malaysia from 2023 to 2025, he produced over 10 monthly community events end-to-end, managing registration, branding, and delivery. He has also facilitated over 25 Startup Weekend events across 8 cities, managing speakers, panelists, sponsors, and participant experience from start to finish. He is relocating to Banja Luka and is open to event production, sports event management, and cultural program roles.

PROFESSIONAL EXPERIENCE

Strategic Manager

2015 - Present

iCube Innovation | Kuching, Sarawak, Malaysia

Government-contracted operator of two Digital Innovation Hubs in Sarawak: Sarikei Innovation Center (2017) and Betong Digital Innovation Hub (2022), under Malcolm's program direction.

2022 – Present | Senior Leadership & Hub Scale

- Joined iCube's senior leadership in 2023, shifting from program execution to strategic planning and hub oversight, working closely with the CEO and directors on proposals that shape iCube's direction.
- Launched Betong Digital Innovation Hub (2022): designed programs through community research, built the first multi-stakeholder partnerships in the town, and submitted annual proposals to the Sarawak State Government.
- Developed a capable team that now independently manages all programs, trainers, facilitators, and speaker engagements across both hubs.

2017 – 2022 | Program Design, Sarikei Innovation Center

- Designed Sarawak's first government-contracted 12-month innovation program calendar from scratch, submitted annually as a formal government proposal covering entrepreneurship, digital economy, and SME capacity building.
- Pivoted the entire program calendar to virtual delivery during COVID-19 with no interruption, developing fireside chat facilitation as a new team capability and completing the Malaysian Government Train-The-Trainer (TTT) certification.
- Designed original programs end-to-end: Sarikei Tech Incubator, SarikeiGO! (2022), and Empowerment From Within, representing the team's transition from standardised facilitation to full program authorship.

2015 – 2016 | Ecosystem Foundation

- Introduced Techstars Startup Weekend to Sarawak and was appointed GBG Chapter Lead by Google APAC, connecting local entrepreneurs to mentorship, digital skills programs, and regional networks for the first time.
- Founded Free Coworking Day (2017): individually onboarded 90+ coworking spaces across 120 Asia-Pacific locations, placing Sarawak on a regional map it had never appeared on before.

PREVIOUS PROFESSIONAL EXPERIENCE

Sales Executive

2008 - 2010

Marriott International (via GSI Travel – General Sales Agent) | Malaysia

- Managed corporate accounts and travel management companies across Malaysia for Marriott International's global portfolio, covering account coordination, hotel introductions, and corporate rate negotiations.
- Participated in Global Sales Meetings in Seoul (2009) and Bangkok (2010), building commercial and relationship management foundations carried throughout all subsequent work.

EDUCATION

Bachelor of Hospitality & Tourism Management (Hons)

Taylor's College, Malaysia

Graduated: 2007

Foundations in service, people management, and operations, applied directly to program delivery and community engagement.

CERTIFICATIONS

- Global Certified Techstars Startup Weekend Facilitator (2016), voluntary basis
- Malaysian Government Certified Trainer, Train-The-Trainer (TTT) program: digital skills delivery

RECOMMENDATIONS

Available at:

malcolmwu.com

PORTFOLIO

Full portfolio and program detail at:

malcolmwu.com

COMMUNITY & PASSION PROJECTS

Passion-led, sustained alongside professional work.

- **Elevation Fitness: Founding Member & Spartan Brand Ambassador** 2021 - Present
Co-founded Kuching's OCR training community from scratch. Official Spartan Brand Ambassador Malaysia 2023-2025. Race Director, Sabal OCR (2025): Sarawak's first government-officiated obstacle course race, 5km course, 15 obstacles, approximately 120 participants, officiated by the Premier of Sarawak.
- **Capoeira Instructor & Cultural Program Producer** 2012 - Present
East Malaysia's only active Capoeira instructor for over 12 years. Ran free weekly classes for underprivileged youth at Salvation Army Boys Home from 2015 to 2019. Founded Gathering of Tribes Borneo, an annual international festival drawing practitioners from 20+ countries, supported by the Ministry of Tourism Sarawak (2023) and BESarawak (2022).