



Malcolm Wu

Innovation & Community Program Manager

PROFESSIONAL PROFILE

Malcolm Wu is a program and community operations professional with over 10 years of experience designing and delivering entrepreneurship and innovation initiatives across emerging communities. At iCube Innovation in Sarawak, he has developed and executed structured program pipelines across multiple hubs, evolving from organising early-stage startup activities to curating full program ecosystems and supporting teams in sustaining ongoing initiatives.

His work focuses on facilitating cross-sector collaboration by connecting public agencies, universities, startups, and private sector partners. He has also played a role in linking local communities to regional networks across ASEAN and APAC, enabling knowledge exchange, partnerships, and ecosystem participation across borders. His approach is grounded in a give-first mindset, contributing to ecosystem growth through collaboration, relationship-building, and shared value creation.

As he relocates to Banja Luka to be with his partner, he is taking this transition as an opportunity to understand the local context and community. If there is an opportunity, he is open to contributing in a collaborative and practical manner alongside local stakeholders.

PROFESSIONAL EXPERIENCE

Strategic Manager

2015 - Present

iCube Innovation | Kuching, Sarawak, Malaysia

iCube Innovation is a private company in Sarawak. iCube was awarded contracts by the Sarawak State Government to operate two Digital Innovation Hubs: Sarikei Innovation Center (2017, ongoing) and Betong Digital Innovation Hub (2022, ongoing). Both hubs remain active. Programs, community engagement, and partnerships across both are led by the team under Malcolm's direction. From 2023, Malcolm joined iCube's senior leadership with expanded scope covering strategic planning across both hubs alongside his program responsibilities.

2015 - 2016 | Ecosystem Foundation, Kuching

- Sarawak's founders gained their first structured startup platform when the team introduced Techstars Startup Weekend in 2015, giving early-stage entrepreneurs access to mentorship, peer networks, and startup validation opportunities that had not previously existed in the region.
- Appointed Google Business Group (GBG) Sarawak Chapter Lead by Google APAC in 2016, delivering digital skills and productivity programs to local business owners in direct partnership with Google Malaysia.
- Sarawak gained a regional ecosystem presence through partnerships across 6 ASEAN and 5 APAC countries, representation at Techsauce Global Summit and Echelon Asia Summit, and the creation of Free Coworking Day (2017), connecting 90+ spaces across 120 Asia-Pacific locations.

2017 - Present | Program Design & Curation, Sarikei Innovation Center

- Local entrepreneurs and SMEs gained their first structured 12-month innovation program calendar, covering entrepreneurship, digital economy, and SME capacity building, submitted each year as a formal government proposal aligned with regional economic development priorities.
- Sarikei's community gained access to relevant external expertise through a curated network of trainers, mentors, and speakers matched to local context, not generic off-the-shelf content, alongside the city's first formal government, university, and private sector partnerships.
- Participants gained access to original programs designed end-to-end: Sarikei Tech Incubator (2023 onwards), SarikeiGO! (2022), and Empowerment From Within, marking the team's shift from standardised facilitation programs to full program authorship.

CONTACT

EMAIL
wu.malcolm@gmail.com

PHONE
+6012 908 384

LINKEDIN
linkedin.com/in/wumalcolm

LOCATION
Sarawak, Malaysia

RELOCATING
Banja Luka, Bosnia and Herzegovina

CORE COMPETENCIES

- Annual Program Design & Architecture
- Ecosystem Development from Zero
- Cross-Border Ecosystem Connectivity
- Founder & SME Support Programs
- Cross-Sector Partnership Building
- Community Building & Activation
- Fireside Chat & Panel Moderation
- Team Leadership & Talent Development

LANGUAGE PROFICIENCY

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

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) programme: digital skills delivery

PORTFOLIO

Full portfolio, program detail, and community work at:

malcolmwu.netlify.app

PROFESSIONAL EXPERIENCE (continued)

2020 - 2022 | Virtual Delivery, Moderation & Original Programs

- Communities received uninterrupted programs through COVID-19 after the team pivoted the entire annual calendar to virtual delivery, with no gap in programming across the full year.
- Participants gained richer conversations through fireside chats and panel discussions. Topics were curated, questions designed, panelists selected, and sessions facilitated end-to-end as a new team capability developed during this period.
- The team's delivery capacity expanded further after completing the Malaysian Government Train-The-Trainer (TTT) programme, qualifying independently to design and deliver digital skills training without relying on external trainers.

2022 - Present | Replication & Scale, Betong Digital Innovation Hub

- Betong's entrepreneurs gained their first structured innovation and digital programs, developed through community research, tailored program design, and a formal annual proposal submitted to the Sarawak State Government.
- Betong gained its first multi-stakeholder collaboration structure, connecting government agencies, community organisations, and private sector partners for sustained program delivery in a resource-limited rural environment.

2023 - Present | Senior Leadership, Strategic Direction & Team Development

Joined iCube's senior leadership, shifting from program execution to strategic planning and hub oversight, working closely with the CEO and directors and contributing proposals that shape iCube's direction.

- Hub programs across Sarikei and Betong now run through a capable team, trained, guided, and delegated to, so the community continues to receive quality programs consistently without dependency on a single person.
- The team independently manages all trainer, mentor, facilitator, and speaker engagements. This responsibility was built up gradually through hands-on guidance and deliberate knowledge transfer.
- Program operations were codified into a hub playbook co-developed with a team member. Every step from program planning to event delivery is now documented, teachable, and scalable.
- Newer team members continue to grow in facilitation and moderation skills through ongoing coaching, developing the confidence and capability to represent the hubs independently.
- Malcolm remains the key relationship holder for government bodies, ecosystem partners, and key stakeholders, and steps in to lead from the front when the moment requires it.

PREVIOUS PROFESSIONAL EXPERIENCE

Sales Executive

2008 - 2010

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

- Corporate clients and travel management companies across Malaysia gained a reliable local contact for Marriott International's global portfolio, handling account coordination, hotel introductions, and corporate rate discussions between Malaysian businesses and properties worldwide.
- Grounded in Marriott's international sales standards through participation in Global Sales Meetings in Seoul (2009) and Bangkok (2010), building the commercial and relationship management foundations carried throughout all subsequent work.

INTERESTS

- Capoeira (instructor, 12+ years)
- Obstacle Course Racing (Spartan Race)
- Rock Climbing & Hiking
- Dragon Boat Paddling
- Digital Community Building

REFERENCES

Available on request

COMMUNITY & PASSION PROJECTS

Passion-led, sustained alongside professional work.

Elevation Fitness: Founding Member & Brand Ambassador

2021 - Present

- Kuching's OCR community gained a dedicated training home through the building of Elevation Fitness from scratch, including full brand identity, social media presence, on-site Spartan Race obstacles, and structured training programs that gave members a genuine preparation ground for competitive racing.
- Local enthusiasts gained access to professionally produced community events at no cost, each workout planned and executed end-to-end with online registration, a dedicated event page, and full Spartan Race branding, hosted independently as Brand Ambassador for Malaysia and Thailand.
- Sabal OCR was designed and run by the Elevation Fitness team in collaboration with the Forestry Department Sarawak. 5km course, 15 obstacles, approximately 120 participants. Officiated by the Premier of Sarawak.

Capoeira Instructor & Cultural Program Producer

2012 - Present

- East Malaysia gained its only active Capoeira practice when Malcolm introduced the art form in 2012 and sustained it for 12+ years as the sole instructor, building a local community around Afro-Brazilian art, culture, and heritage.
- Young people from Salvation Army Boys Home gained free weekly Capoeira training every Saturday from 2015 to 2019, led by Malcolm and his students. Boys aged 8 to 17 joined the annual grading festival alongside practitioners from Brazil, the US, Japan, Italy, France, Singapore, Indonesia, Philippines, and Brunei, building discipline, character, and cross-cultural exposure to encourage self-reliance and personal growth.
- Practitioners from 20+ countries gained an annual international gathering point through the Gathering of Tribes Borneo festival, supported by the Ministry of Tourism Sarawak (2023) and BESarawak (2022).