

## TRAINER PROFILE

# Tasriff Mokhtar



### Trainer Registration Details

**Name:** Mohd Tasriff bin Mohd Mokhtar

**HRD Corp Trainer ID:**  
14891

**Contact Number:**  
012-5545656

**Email:**  
tasriff.global@gmail.com

## Academic Qualification

Qualification	Academic Institution	Year Awarded
Post Graduate Certificate	University of Derby UK	2013
Executive Diploma in Business Management	Open University Malaysia	2009

## Professional Qualification

Professional Certification	Certification Body	Year Awarded
Certified LEAP Facilitator	EnSync Learning Sdn Bhd	2026
HRD Corp Accredited Trainer #14891	HRD Corp	2024
Virtual Learn Caster #VLC058	EnSync Learning Sdn Bhd	2021
Certified Trainer: Loss Prevention Initiatives	Marriott Hotels and Resorts	2017
Certified Trainer: ABC for Housekeeping	Marriott Hotels and Resorts	2016
Certified Trainer: Presentation Skills (PS)	Starwood Hotels and Resorts	2006
Certified Trainer: Professional Selling Skills (PSS)	Starwood Hotels and Resorts	2006
Certified Trainer: Behavioral Interview Program (BI)	Starwood Hotels and Resorts	2005
Certified Trainer: Leadership University (SCLU)	Starwood Hotels and Resorts	2005

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# Tasriff Mokhtar



Tasriff is a passionate Hospitality Coach dedicated to helping fellow hoteliers evolve and grow in their careers. He specializes in Supervisory and Management Development Programs, as well as Service Culture Transformation, focusing on inspiring individuals and improving professional outcomes in hotel operations.

Armed with a degree in Business Management from the University of Derby, UK, and a remarkable 28-year tenure in hotel operations, Tasriff has conducted numerous training workshops for both rank-and-file staff and managers across Malaysia and neighbouring countries like Vietnam, Indonesia, and Thailand.

A key aspect of Tasriff's career was his leadership in the Rooms Division, where he managed Front Office and Housekeeping operations while also overseeing smaller departments like Recreation, Security, and Spa. He is certified by Starwood Hotels and Resorts as a Service Culture Trainer and Champion, as well as a Regional Trainer for ABC for Housekeeping, Professional Selling Skills, and Presentation Skills. Under Marriott Hotels and Resorts, Tasriff is also certified as a Loss Prevention Trainer and Champion, and Food Safety and Hygiene Champion.

With his vast experience in hotel operations, Tasriff's unique approach incorporates real-life examples in his training workshops and activities, ensuring that participants gain an immersive learning experience that is both relevant and engaging. Clients can also benefit from complimentary post-workshop coaching and ongoing online learning support.

## Years of Career Experience

Current Company	:	Training And Skills Solutions
Position	:	Professional Certified Facilitator
Year From	:	2019
Year To	:	Present

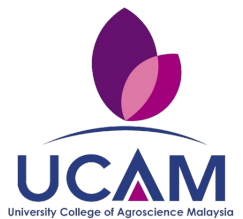
## Previous Companies

Company	Position	Year From	Year To
The Andaman A Luxury Collections Resort	Executive Assistant Manager	2015	2018
The Andaman A Luxury Collections Resort	Director of Rooms	2012	2015
Four Points by Sheraton	Resort Manager	2011	2012
Sheraton Langkawi Beach Resort	Director of Rooms	2010	2011
The Westin Resort Nusa Dua Bali	PSS Trainer (Task Force)	2006	2006
Le Meridien Jakarta	PSS Trainer (Task Force)	2006	2006
Sheraton Langkawi Beach Resort	Front Office Manager (EXCOM)	2004	2010
The Laguna A Luxury Collections Resort	Front Office Manager (Task Force)	2004	2004
Sheraton Langkawi Beach Resort	Front Office Manager	2003	2004
Sheraton Saigon Hotel & Towers	Front Office Trainer (Task Force)	2003	2003
Sheraton Langkawi Beach Resort	Reception Manager	1995	2003
Sheraton Langkawi Beach Resort	F&B Assistant Manager	1993	1995
Sheraton Langkawi Beach Resort	F&B Associates	1991	1993
Burau Bay Resort Langkawi	F&B Associates	1990	1991



## Recent Training Conducted

No	Training Programs Conducted	Date From	Date To
1	Excellence In Customer Service: Mastering Customer Experience for Ombak Villa Langkawi	4 <sup>th</sup> March 2025	8 <sup>th</sup> March 2025
2	Effective and Affective Supervisory Engagement ( <b>EASE</b> ) for Ascott Hotels and Resorts at Oakwood Residence Kuala Lumpur	25 <sup>th</sup> November 2024	26 <sup>th</sup> November 2024
3	ABC for Housekeeping for Tradewinds Hotels and Resorts at Mutiara Taman Negara Resort	15 <sup>th</sup> November 2024	16 <sup>th</sup> November 2024
4	Activating and Developing Inspirational Leadership Qualities ( <b>ADIL</b> ) for Plenitude Hotels Managers at Mercure Penang	5 <sup>th</sup> August 2024	6 <sup>th</sup> August 2024
5	Activating and Developing Admirable Behaviors ( <b>ADAB</b> ) at Dorsett Hotel Kuala Lumpur	June 2024	September 2024
6	Team Experience & Move Up ( <b>TEMU</b> ) CFPC Department, Bank Islam at Swiss Garden Resort Kuantan	17 <sup>th</sup> June 2024	19 <sup>th</sup> June 2024
7	Developing Housekeeping Professionals at UCAM University College of AgroScience Malaysia Melaka	14 <sup>th</sup> November 2023	15 <sup>th</sup> November 2023
8	Navigating & Innovating Customer Experience (Public Program) at Resort World Langkawi	11 <sup>th</sup> October 2023	12 <sup>th</sup> October 2023
9	Navigating & Innovating Customer Experience (In-House Program) at Aloft Hotel Langkawi	9 <sup>th</sup> October 2023	10 <sup>th</sup> October 2023
10	Hospitality Back To Basic Training at RAC Boutique Hotel Kuala Terengganu	18 <sup>th</sup> September 2023	18 <sup>th</sup> September 2023
11	Living The Service Culture Through Brand Immersion at Kuala Terengganu Golf Resort	12 <sup>th</sup> September 2023	14 <sup>th</sup> September 2023
12	Navigating & Innovating Customer Experience (Public Program) at Resort World Langkawi	21 <sup>st</sup> August 2023	22 <sup>nd</sup> August 2023
13	Living The Service Culture Through Brand Immersion for AnCasa Hotels and Resort (Kuala Lumpur, Pekan & Port Dickson)	March 2023	September 2023
14	Train and Place, Holistic Hotelier, PERANTIS (Batch 2) at EduCity Iskandar Putri, Johor (Front Office, Housekeeping and F&B)	20 <sup>th</sup> February 2023	3 <sup>rd</sup> March 2023



## Suggested Training Topics

No	Training Programs	Duration
1	Beyond Expectations: The Six Level of Service in Hospitality Industry	1 or 2 Days
2	Hospitality Secrets: Mastering Customer Service Excellence	1 or 2 Days
3	Fostering Teamwork and Collaboration (Teambuilding Program)	1 or 2 Days
4	Hospitality Image Excellence: Grooming & Hygiene Essentials	1 or 2 Days
5	Service with EQ: The Power of Emotions & Personality Styles	1 or 2 Days
6	Service Solutions: Practical Problem Solving for Hotel Professionals	1 or 2 Days
7	Right Fit, Right Hire: Behavioral Interviewing Techniques	1 or 2 Days
8	Clear & Confident: Effective Communication for Professionals	1 or 2 Days
9	Confident & Compelling: The Art of Powerful Presentations	1 or 2 Days
10	Upsell with Confidence: Boosting Revenue at the Front Desk	1 or 2 Days
11	Housekeeping Fundamentals: The ABC Approach	1 or 2 Days
12	Stepping Up: Mastering the Transition to EXCOM Position	1 or 2 Days
13	Stepping Up: Mastering the Transition to Managerial Position	1 or 2 Days
14	Stepping Up: Mastering the Transition to Supervisory Position	1 or 2 Days
15	Managing Conflict with Confidence: Practical Strategies for Leaders	1 or 2 Days
16	Activating and Developing Inspirational Leadership Qualities ( <b>ADIL</b> )	1 or 2 Days
17	Effective and Affective Supervisory Engagement ( <b>EASE</b> )	1 or 2 Days
18	Activating and Developing Admirable Behaviors ( <b>ADAB</b> )	1 or 2 Days

# Certificates



Accredited Trainer – HRD Corp



Certified Loss Prevention Champion  
Marriott Hotels and Resorts



## The ABC's of Housekeeping

THIS IS TO CERTIFY THAT

**Tasriff Mokhtar**

HAS SUCCESSFULLY COMPLETED  
THE TRAINING COURSE

*Lauren Massa*

Lauren Massa  
Manager, L&D Delivery  
Asia Pacific

*Indra Purnama*

Indra Purnama  
Executive Housekeeper  
Koratan at The Plaza, Jakarta

**STARWOOD**  
HOTELS & RESORTS WORLDWIDE, INC.

Certified ABC for Housekeeping Trainer  
Starwood Hotels and Resorts



Virtual LearnCaster (VLC)



Certified Service Culture Champion  
Starwood Hotels and Resorts

# Two Days Training: Activating and Developing Admirable Behaviors (ADAB)

ADAB is a two days program designed for Talents and Management of **J Hotel** and **Dorsett Hotel Kuala Lumpur** covering topics: Trend of Hotel Guests, Personality and Social Styles, Critical Thinking, Communication Skills and Guest Touchpoints



# Two Days Training: Activating and Developing Inspirational Leadership Qualities (ADIL)

ADIL is a two days program designed specifically for Managers and Department Heads of **Plenitude Hotels at Mercure Penang** covering topics: Trend of the World, Mindset Shift, Social and Leadership Styles, Emotional Intelligence and Problem Solving & Decision Making technique



# Three Days Team Building: Team Experience and Move Up (TEMU)

TEMU is a three days Team Building program designed specifically for Talents and Management of **CFPC Department, Bank Islam** featuring indoor and outdoor activities at **Swiss Garden Resort Kuantan**



# Train and Place Program: Holistic Hotelier PERANTIS Iskandar

In-house facilitator and trainer for a Train and Place program focusing on Front Office, Housekeeping and Food & Beverage operations at **EduCity Iskandar** from 2022 to 2023. The program successfully achieved **100% completion rate, with all participants securing employment** at international hotels and starting work within a week after completing the three-months training

