



## Bruce Patrick Murphy

Bruce Murphy Bringing over ten years' of multinational work experience working across Sales, Marketing, and Learning and Development functions, Bruce Murphy is responsible for formulating go-to-market strategies and strengthening partnerships and alliances for a Global Technology company.

Born and raised in Singapore, Bruce holds an Honors Degree in Marketing, a Post Graduate Diploma in Training and Development, as well as a MBA from the University of Bradford. He is also a Chartered Marketer - a status granted by the world's largest and most established marketing organization.

Having worked in various local and regional roles, Bruce has honed his skills through the exposure and rigorous certification process of various world-class sales and marketing methodologies. His extensive regional experiences have also given him an opportunity to work with diverse cultures and industries.

Bruce brings to the classroom a wealth of experience and relates training to how it can be applied back in the workplace. He uses a participative and consultative training style and a variety of methods such as exercises, discussions and self-reflection to encourage experimentation, thinking and learning.