

**(PRESS RELEASE: UC Berkeley Exec Ed AGLP Leadership Program)**

**UC Berkeley Executive Education partners with SRW&Co. to host fourth annual leadership program designed for ASEAN execs**



Rich Lyons



Mark Coopersmith



Daniel Wong

Hong Kong, November 2016 - For the 4<sup>th</sup> consecutive year, UC Berkeley Executive Education is partnering with Southeast Asia-based management consulting firm SRW&Co. to host a leadership program on their Berkeley campus, specifically designed for some of the top executives in the public and private sector across the ASEAN region.

The program entitled “Shaping Our Future as Leaders of Innovation: ASEAN Global Leadership Program” continues a strong commitment from Berkeley ExecEd to this region. Dean Rich Lyons of UC Berkeley Haas added: “I’m excited that we are once again partnering with SRW&Co. to offer this leadership program for the most senior executives. Whether for more mature economies like Singapore or rapidly emerging powers such as Indonesia, Malaysia and the Philippines, we welcome the opportunity to help empower current and future leaders across Southeast Asia with the most current leadership thinking, frameworks, and tools.

For Faculty Director Mark Coopersmith, this will be his 4<sup>th</sup> year bringing this program to life and he is just as thrilled to be running it this year - perhaps even more so given the evolving global landscape: “I always look forward to this week for the seniority and the commitment of the attending executives, the quality of dialogue, and engagement that we have over the course of the program and beyond. I’m pleased to have many friends and colleagues across Southeast Asia as a result of this ongoing partnership.”

Coopersmith added, “for the five days of this program, distinguished faculty from UC Berkeley’s Haas School of Business will lead a deep dive into innovation’s key drivers including: experimentation, global and local trends, customer centric product and service design, collaboration, and culture.” Additionally, the ASEAN execs will visit leading Silicon Valley companies “to gain insights into their secrets for success and engage with these business leaders who will share their perspectives on Silicon Valley culture and innovation.”

Daniel Wong, Chairman and Partner, SRW&Co., says: “We are excited to be continuing our work with a world class academic partner in UC Berkeley Haas to offer our clients an innovative program that addresses the specific challenges and opportunities ASEAN organizations will face in a new economic community.”

The customised Executive Education program will see organisations from a diverse range of industries sharing insights and learning from each other, as well as from world class faculty.

“There is a real appetite for peer-to-peer learning in ASEAN. This program meets the desire for a learning experience that is specific to the region and expands executives’ networks and exposure to new ideas and practice,” Wong explains.

The AGLP Global Leadership program is now open for enrolment ([AGLP USA 2017 Brochure](#) / [AGLP USA 2017 Video](#)). The UC Berkeley Executive Education, California, USA program will take place from 8<sup>th</sup> - 12<sup>th</sup> May, 2017.