

## TASRIFF MOKHTAR



Tasriff Mokhtar is a highly accomplished Hospitality Coach with over 28 years of experience in hotel operations and 18 years in professional training. Driven by a passion for empowering individuals and organizations, Tasriff specializes in Supervisory and Management Development Programs, Service Culture Transformation, and the integration of AI tools such as ChatGPT to drive operational excellence and enhance professional growth.

A graduate of the University of Derby, UK, with a Post Graduate Certificate in Business Management, Tasriff has built an impressive career delivering impactful training workshops across Malaysia and neighboring countries, including Vietnam, Indonesia, and Thailand. His ability to connect with diverse audiences has made him a sought-after trainer for both rank-and-file staff and managerial teams. He is particularly noted for his ability to inspire individuals while delivering practical, results-oriented solutions tailored to the unique challenges of the hospitality industry.

Tasriff's extensive background in hotel operations includes leadership roles in the Rooms Division, where he managed Front Office and Housekeeping operations, in addition to overseeing supporting departments such as Recreation, Security, and Spa. His expertise is further demonstrated through multiple certifications, including his designation as a Service Culture Trainer and Champion by Starwood Hotels and Resorts. He is also certified as a Regional Trainer for ABC for Housekeeping, Professional Selling Skills, and Presentation Skills, as well as a Loss Prevention Trainer and Food Safety and Hygiene Champion under Marriott Hotels and Resorts.

Recognizing the growing importance of technology, Tasriff has expanded his expertise to include Artificial Intelligence (AI) integration, focusing on beginner-friendly tools like ChatGPT. His training modules, such as *Introduction to ChatGPT: Understanding the Basics and Its Application* and *Using ChatGPT for Personal Productivity and Everyday Work*, are designed to demystify AI and provide practical skills for professionals. These programs help participants build confidence in leveraging AI for routine tasks, improving efficiency, and staying competitive in an increasingly technology-driven world.

Tasriff's training approach combines real-life examples with interactive methods, ensuring concepts are easy to understand and apply in daily work environments. By simplifying complex ideas and focusing on practical, actionable insights, his sessions empower participants to confidently implement what they've learned. With vast experience, a dynamic delivery style, and a forward-thinking mindset, Tasriff Mokhtar inspires participants to navigate workplace challenges effectively and achieve lasting success.