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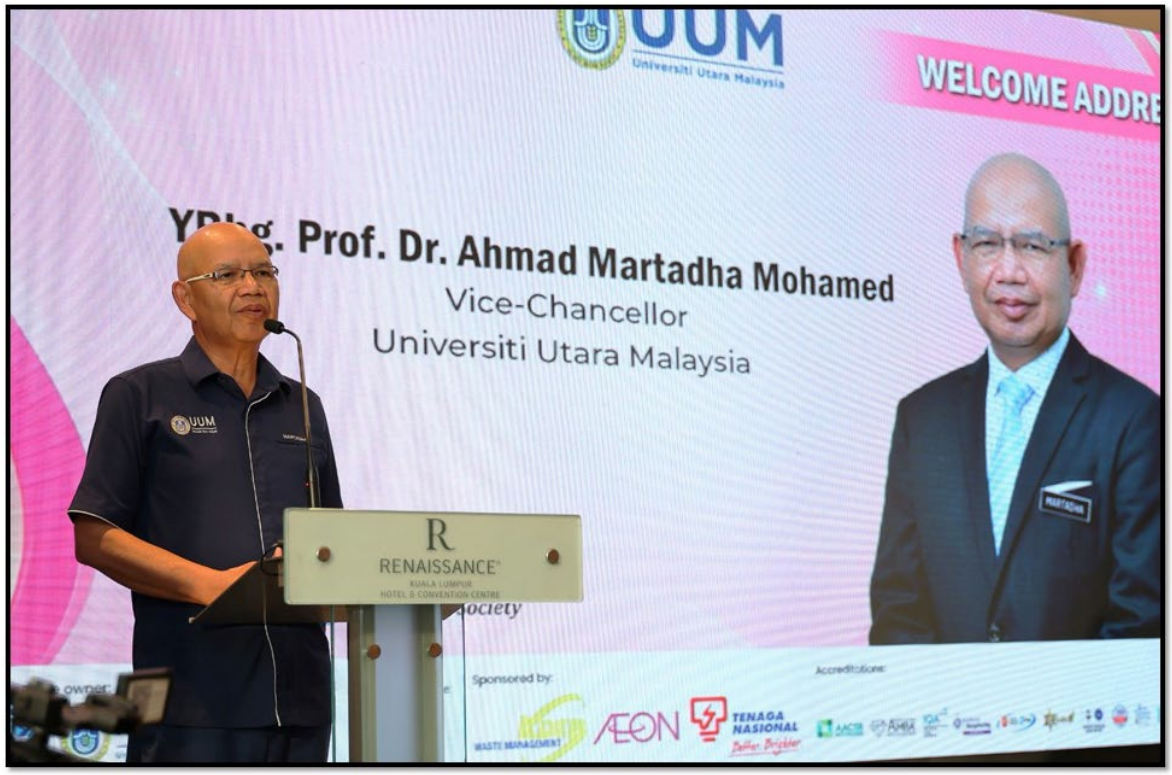
UUM TODAY

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UUM EMPOWERS WOMEN LEADERS, STRENGTHENS ALUMNI AND INDUSTRY NETWORKS



UUM ONLINE: Kuala Lumpur - Universiti Utara Malaysia (UUM) continues to strengthen its role in empowering women in leadership through the organisation of the OYAGSB Big Tulip Summit 2026, titled *'CatalystHER: Empowering Strategic Leadership for Business and Society',* which brought together prominent figures from academia, industry, business and society to share their knowledge, experience and expertise in strategic leadership.

UUM Vice-Chancellor, Prof. Dr. Ahmad Martadha Mohamed, said that the success of UUM alumni was also part of the University's own success, and their contributions to their alma mater were deeply appreciated as part of efforts to strengthen ties between the University, industry, and society.

According to him, an increasing number of alumni had stepped forward to give back to the University in various ways, including by sharing their knowledge, experience and professional networks.



"*Alhamdulillah*, more of our alumni are willing to return to the University and contribute in various capacities.

"Such contributions are highly meaningful as they not only benefit the University community but also help strengthen ties between the University, society and the industry," he said at the Big Tulip Summit 2026.

He said that the Big Tulip Summit 2026 served as an excellent platform to highlight the roles and leadership of women across various sectors, in line with the need to strengthen women's participation in national development.

He added that women's contributions to the nation's development and success were undeniable, particularly through their roles in the public and private sectors, business, academia and organisational leadership.



"Hence, as a university that emphasises management and leadership, UUM consistently strives to showcase successful women leaders from various sectors as sources of inspiration and role models for future generations.

"We hope the scale of programmes such as this can be expanded in the future so that more women have the opportunity to participate, benefit from the insights shared by prominent figures, and build the networks and confidence needed to advance further in their careers

and lives," he said.

The Big Tulip Summit 2026, which brought together approximately 200 participants, underscored UUM's continued commitment to providing a platform that highlights women's leadership across the government, private, business and community sectors.



The summit also emphasised the importance of empowering the next generation of leaders through the sharing of knowledge and experiences, as well as the development of strategic networks.

The conference continued with a keynote address by the Chairman of Manaf Gardner Associates (MGA), Datuk (Dr.) Nora Manaf, titled *"Women in Strategic Leadership: Driving Resilience and Transforming Business and Society"*.

The programme also featured two forum sessions focusing on leadership, organisational purpose and diversity in leadership.



The first forum, titled *"Inspirational Leaders: Leading with Purpose"* was moderated by Dr. Puteri Shariza Megat Khalid, a UUM DBA alumna. The panellists were Dato' Siobhan Das, Chief Executive Officer of the American Malaysian Chamber of Commerce (AMCHAM);

Professor Emeritus Datuk Ts. Ir. Dr. Siti Hamisah Tapsir, FASc, President and Vice-Chancellor of UCSI University; and Datuk Nuraslina Zainal Abidin, Corporate Director of MobilityOne.

The second session, titled *"Leadership & Diversity"* was moderated by Farra Ahmad, a UUM MBA alumna. The panel comprised Sharifah Sarah Syed Mohamed Tahir, of Corporate & Investment Banking, Bank Islam Malaysia Berhad (BIMB); Viviantie Sarjuni, Chief Executive Officer of the National Entrepreneurship Institute (INSKEN); and Fazlina Mohamed Amanullah, Chief Human Capital Officer of Weststar Aviation Services Sdn. Bhd.



The conference was further enlivened by a *"Memorable Experience with Influencer"* session featuring Fazeera Nazri, before concluding with closing remarks from the Director of the Big Tulip Summit 2026, Assoc. Prof. Dr. Nurakmal Ahmad Mustaffa.

The organisation of the Big Tulip Summit 2026 reflects UUM's continued efforts to serve as a catalyst for the development of women's leadership that is more inclusive, resilient and strategic, while expanding collaborative networks among academia, industry and society.

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