

# KEYNOTE SPEAKER



**BNI**  
Melayani Negeri Kebanggaan Bangsa

*Xedaulatan Rakyat*

# Simulation Based Decision Support Solutions In A Nutshell

## About the Speaker

### **Bryan Er, Optimal Expert Management Solutions Pte Ltd (OEMS), Singapore**

Bryan Er graduated from Ohio-State University, Columbus, Ohio, USA in March 1996 with B.S.M.E and M.S.M.E (Mechanical Engineering). During his post-graduate, Bryan specialized in Manufacturing Systems of Engineering from Industrial Systems and Engineering. Bryan was back to his home country in M'sia and worked as Sales Engineer in Dunham-Bush Sales and Marketing Sdn Bhd until 1997. Later he joined Fujiaire Sdn Bhd as OEM Manager cum Business Development Manager until 2001. One of his successful project was to develop millions dollar labor contract assembly business of air conditioners and fridges with local public listed organizations. At early 2001, Bryan was provided with the new challenge to start up the regional office for Solutions Research Centre (SRC-HK) in S'pore as a Regional Manager cum business consultant.

Bryan has been a certified ProModel Trainer since 2001. Bryan is responsible for local ProModel technical supports and trainings. Bryan has been actively worked closely with OEMS-M'sia for many consulting projects in Singapore. He is currently appointed as the director of Optimal Expert Management Solutions Pte Ltd (OEMS-S'pore), a spin off organization with Industrial Engineering Solutions from SRC in 2003. OEMS group of companies has regional offices in M'sia, HK, China and Indonesia.

## Solution Summary

Business improvement through predictive analysis using ProModel technology.