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P.Eng, P.Tech, SMIEEE, MIET,
Asean Eng, IntPE, ACPE, Hon
MAFEO*

*Master of Business
Administration, University of
Portsmouth, UK.*

*Doctor of Business
Administration, Wawasan Open
University (WOU), Penang*

IR. DR.

BERNARD LIM KEE WENG

Chief Operating Officer/ Managing Director

Ir Dr Bernard is the Chief Operating Officer and co-founder of Appscard Group AS and Appscard Global Research & Innovation Center, a technology startup in Penang, Malaysia, specializing in biometric smartcards

He graduated with a bachelor's degree in electronic and electrical engineering from Nottingham Trent University (1996), Master of Business Administration (MBA) from University of Portsmouth (2004) and Doctor of Business Administration (DBA) from Wawasan Open University (2023). He has also been appointed as an Adjunct Professor (Industry) at Asia Pacific University, Technology & Innovation (APU), and Associate Fellow Institute of Microengineering and Nanoelectronics (IMEN, UKM). He has over 28 years of experience in the industry holding running and also senior management roles in electronic manufacturing as well as co-founding a few tech startups. Bernard is a Professional Engineer, an Honorary Member of ASEAN Federation of Engineering Organization (AFEO), a Fellow of the Institution of Engineers in Malaysia (FIEM).

He is also the current Vice President of The Institution of Engineers, Malaysia, Chair-elect of IEEE Malaysia, and Fellow of the ASEAN Academy of Engineering and Technology. He was holding multiple position in various IEEE Technical Society in Malaysia. He is also currently the Penang Vice Chairman of Malaysian Business Angel Network, MBAN. He is currently the Chair, IEEE Region 10 Ad hoc Committee on Industry Engagement and Roundtable, IEEE Electron Device Society Communication Chair, Member of IEEE Ad Hoc Committee on Global Semiconductor.

He is also a permanent member for the technical committee on Innovation Management (NSC Y/TC11) and has worked on various IEEE Standards like IEEE1588 and many other standards. He is currently actively engaged in prominent roles within various international and national engineering and tech associations, where he plays a crucial part in advisory capacities and committees focusing on areas such as innovation management, skill development, and material engineering.

Currently, Bernard has been involved in technology startups. Bernard has co-founded or founder 4 technology startups companies.