



**2Significance**  
Equipping & Envisioning Leaders



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**David Cheah**  
Consultant

## **David Cheah:**

Growing up in the bustling economy of Kuala Lumpur, Malaysia, from an early age, David made a deliberate and conscious decision that he wasn't going to be lured into the 'success trap'.

David has spent his life pursuing wisdom, truth and significance. He is determined to have a positive impact on those around him and he thrives on empowering others and seeing them reach their full potential in business and life.

David is a creative person who is well read and loves a challenge. With a degree in industrial design and 'hands on' experience in multimedia, video-graphics, animation, marketing strategies, management, advertising and eCommerce, he is well equipped to make things happen.

David is strategic in his integrative ability to bring ideas together in a creative, innovative and refreshing way. His balance of design creativity together with his business acuity make him an asset to have at every level and stage of business building.

David has written for leading magazines and journals, has been featured in the media (print and TV) and participated in national and international forums, seminars and round-tables representing organizations, industry and consortiums.

David is in his element when he is challenging people to think outside of the box and to do things that they never thought possible in order to achieve new outcomes. David is equally passionate about encouraging business people to develop a philanthropic heart and mindset to do more for others and the environment.

David met his wife Karen while they were both on University scholarships in Perth, Western Australia. They now live in Melbourne, Victoria with their two sons. They are keen foodies who enjoy frequent culinary adventures and spending time together in national parks