



Dr Frank Peter, Ph.D.

Corporate Trainer & International Speaker | Digital Marketing & Digital Transformation



Dr Frank is a subject matter expert in various fields of digital marketing, including online advertising, social media marketing, digital data driven decision making, as well as digital transformation (with a focus on HR & small to medium sized companies). He has helped many companies of all sizes to get a better understanding of what 'digital' means for their organization, and how it can benefit the client's overall business processes. His style has been described as 'in-depth, yet very entertaining'. Dr. Frank is the author of 'Digital Marketing Tactics for Decision Makers' (available at Amazon), and he is currently working on his new book on 'Digital Transformation for HR Leaders'.

Dr Frank has been conducting corporate training and spoken extensively at international conferences & corporate events for over 15 years. His client list boasts many well known companies across Asia Pacific and the Middle East, including Alliance Bank, APU/APIIT, ASTRO, Axiata, Bank Rakyat, Celcom, CIDB, Domino's, Genting Resort World, GNC, Intercontinental Hotel Group, JTH Group, Khazanah Nasional, KHIND, Leo Burnett, MARCO Group, Media Prima, Monash University, Oman Air, Perdana, Petronas, Sin Chew Media, Sunway Group, UCSI University, Warner Music, YTL Group and many, many more. Dr Frank has received a multitude of recommendations from his clients as evident from his public LinkedIn profile.

He is a registered Google Educator and is certified in Google Ads, Google Analytics, Microsoft Bing and others. He is also a certified trainer under the Malaysian Ministry of Human Resources (PSMB/HRDF) and the Singapore Institute of Management. Dr Frank is an Associate Faculty with University Utara Malaysia's OYA Graduate Business School and sits on the advisory board for the International University of Malaya Wales.



When he is not on the road for training or speaking engagements he enjoys quality family time with his wife and two daughters. He loves power tools, so he constantly fixes things around the house - even if they are not broken.

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