

## Quint Malaysia to rebrand as MindMagine Asia following management buyout

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Quint Malaysia Sdn Bhd education director Jean Yong (left) and the company's consultancy director (Asia) Michiel R. De Boer.

KUALA LUMPUR: Quint Malaysia Sdn Bhd's education director Jean Yong has completed a management buyout of the local subsidiary of the Netherlands' Quint Holding BV.

Together with the company's consultancy director (Asia) Michiel R De Boer, the duo now holds equal stakes in the company, which will be rebranded as MindMagine Asia Sdn Bhd within the next few weeks.

Quint is today an international consultancy, technology and training group with a global reputation for supporting organisations in designing and implementing digital transformation strategies.

The group's key focus areas are digital strategy, data activation, lean agile enterprise, sourcing advisory, information technology (IT) governance, enterprise cloud, enterprise DevOps and enterprise automation.

It has successfully accelerated strategic transformation exercises for customers worldwide, including Malaysia, through its core belief of 'connecting people, processes, technology and leadership to one another'.

In Malaysia, its local subsidiary is well known within the industry that is expanding across Asia for focusing on the three pillars of consulting (strategy, design and implementation), technology (architecture, implementation and support) and Academy (training and coaching).

Its Malaysian ecosystem comprises diverse verticals such as telecommunication, aviation, finance, insurance, oil and gas, manufacturing, and government, as well as small- and medium-sized enterprises spanning across Asia.

Jean explained that the new name, MindMagine, represents the company's cognitive (mind) capabilities and industry knowledge, combined with its professionals' ability to empathise with customers' problems (imagine) before supporting them with innovative solutions.

"As MindMagine, our passion is to provide value, with our drive and strength stemming from supporting and improving organisational and individual capabilities and growth," said Jean in a statement.

"We continuously adapt and develop advisory, coaching, and education solutions in modern and proven management principles and techniques. However, this also means there is an evolving need to adjust and develop our business model and market approach."

Meanwhile, Michiel said the company aims to move to the next level to optimise customers' IT management capabilities and services.

"Our strong track record since 2001 is a testament to our expertise here in Malaysia and throughout Asia," said Michiel, who is married to a Malaysian and made Malaysia his home since 2004.

Both new owners have their respective strengths.

Jean, with her business dealings and go-to-market strategies for partners and Michiel, is regarded by the industry as a visionary strong in consulting and advanced technologies.

Quint Holding chief executive officer Maurice Boon congratulated Jean and Michiel for completing the management buyout, which he described as a 'win-win' scenario for all parties involved.

"Having worked closely with both Jean and Michiel for more than two decades, I can attest to their strong leadership qualities and appreciate their intention of 'leaving the Quint nest to find their pastures," said Maurice.

"On behalf of Quint, I would also like to express my heartfelt appreciation to both Jean and Michiel for all their previous contributions to our group and wish them all the very best in their journey," he added.