



Zhariff is a highly accomplished individual known for his diverse roles as a motivator, life coach, public speaker, extreme sportsman, author, father, humanitarian, and entrepreneur. He holds a degree in Psychology from Griffith University's Gold Coast campus and a Bachelor's of Arts majoring in Sociology from KDU College. With a strong background in the NGO and humanitarian sector, Zhariff has contributed significantly to social change and innovation among youth communities in collaboration with Malaysian ministries.

He founded TZI and served as CEO of Gemilang 4e and LOKA Malaysia, a disruptive department store revolutionizing the Malaysian retail landscape and providing a platform for local brands to reach a wider market.

Zhariff's expertise encompasses strategic planning, stakeholder management, project management, monitoring and evaluation, and building extensive networks within government agencies, international and national NGOs, startups, SMEs, and various interest groups. He has also worked as a senior consultant for UNICEF Malaysia, contributing to the refinement of the Global Volunteering Strategy. As a sought-after motivational speaker, his services are valued by multinational companies, financial institutions, and government agencies.

Zhariff's inspirational influence extends from entrepreneurship development to community programs, social advocacy, and humanitarian relief efforts, making him a respected figure in the fields of social entrepreneurship, community development, and humanitarian work.

Zhariff Affandi

Motivator | Life Coach | Public Speaker | Extreme Sportsman | Author | Father | Humanitarian | Entrepreneur

Qualifications:

- Bachelor of Psychology, Griffith University, Gold Coast, Australia (2008)
- American Degree Program, Majoring in Sociology, KDU College (May 2001 - December 2004)
- Law Matriculation Program & LLB, University Technology Mara (January 1999 - March 2001)

Notable Achievements:

- Griffith University 2022 Outstanding International Alumnus Award, Published Author (Surfing Out Stuff, 2018), TN 50 Ambassador, UNICEF #THISABILITY Spokesperson/emcee, National Transformation (ANT) Award 2014 – MCMC, Recognition from Malaysia's Prime Minister as a National Youth Icon 2012, 1M4U Youth Ambassador, and more.
- Published Author (Surfing Out Stuff, 2018)
- TN 50 Ambassador
- UNICEF #THISABILITY Spokesperson/emcee
- National Transformation (ANT) Award 2014 – MCMC
- Recognition from Malaysia's Prime Minister as a National Youth Icon 2012
- 1M4U Youth Ambassador
- 2011 Judging Committee for Perdana CSR Award
- 2011 Perdana Youth Award – Youth of the Year (Outstanding Achievement Award)
- Minister Youth and Sports Appointed Advisor in the National Youth Development Council
- Malaysian Economic Transformation Program (ETP) Think Thank Committee on Youth Development
- Organizing Director of Burma Blaster Sound Sessions- Music event fundraiser
- 2006 Malaysian Ministry Youth and Sports, Youth of the Year Award (Social & Community Award)
- Founding member of Global Emergency Malaysia Humanitarian Relief
- Assisted in coordinating logistical distribution of the Malaysian Government's Humanitarian Aid in Aceh, Indonesia.

Professional Background:

- ESG Consultant - Langkawi Pure (June 2022 - Current)
- Volunteer Engagement Strategist Consultant - UNICEF Malaysia (April 2019 - March 2021)
- Community Advocate - BAC Education Group (June 2018 - March 2019, Part-Time)
- Group Chief Marketing Officer - ELANG WAH GROUP SDN BHD aka HOP ON HOP OFF (June 2016 - April 2018, Full Time)
- Chief Executive Officer - GEMILANG USAHAWAN (MTEM) (June 2013 - May 2016, Full Time)
- General Manager - DENAI ALAM RIDING CLUB (DARC) (Jan 2010 - October 2012, Full Time)