Freda Liu

Freda Liu is a vivacious person who has lived and breathed business in the past decade with Malaysia's only business radio station and has conducted over 5000 interviews and some prominent names include Martin Cooper, author Stephen Covey, motivational speaker Nick Vijucic, former GE CEO Jack Welch, the Duke of York HRH Prince Andrew to Wikileaks founder Julian Assange.

At BFM, her show Enterprise provides the tools to help businesses succeed covering topics with the startup scene, personal development, technology to organizational development. While HerVantage talks about women of leadership and influence to showcase women representation in all strata of society from sports, the arts & sciences to entrepreneurship. Freda has authored five books called "PR Yourself" and "Shake & Spear Your Business: The Romeo & Juliet Way, " and "Everybody Loves Ray" (biography) "Bursting Fixed Mindsets" and her latest "In Your Skin".

She also contributes to The Star, one of the leading English newspapers. She was recently awarded the ASEAN Rice Bowl Awards for Malaysia Startup Journalist Of The Year and a nominee for MaGIC's Social Enterprise journalist. Freda is a member of the National Association of Women Entrepreneurs Malaysia (NAWEM) and the Malaysian Association of Professional Speakers (MAS). She started her Lean In Circle called Think and the Malaysian chapter and has over 100 members in her group.