



# Yanzer Lee | 李成业

Digital Innovations Entrepreneur. Internet & Mobility Solutions Expert.

## Reach Me

Suite 728, Block A, Damansara Intan,  
No. 1, Jalan SS20/27,  
Petaling Jaya, Selangor 47400

**T** +60377102995

**F** +0377102954

**E** yanzer@fireworks.my

**W** http://Fireworks.my

## Areas of Expertise

- Design Studio Operation
- IT Agency Operation
- Web & Mobile Development
- Digital Advertising
- New Media Advertising
- New Media Strategy

## Recognition

- Multimedia Super Corridor Status
- VeriSign Trusted Developer
- Samsung Apps Selected Partner
- BADA Selected Partner
- Nokia Selected Developer
- Authorized Apple Apps Seller
- Authorized Android App Seller
- Certified Google Adwords Professional



## Profile

Yanzer Lee is the Founder & Director of Creative Technology in Fireworks Solutions Sdn Bhd - A Digital Innovation Agency which specializes in Web, Mobile & Advertising.

With more than 10 years of industry experience, he had personally directed more than 600 digital innovations such as mobile applications, web portals, e-commerce, digital marketing, interactive applications and more. He currently consults clientele such as Canon, Toshiba, Nokia, Berjaya, Mead Johnson and Royal Selangor Pewter.

Lee also founded and advises numerous businesses which is within the domain of digital technology.

## Experience

### Founder; Fireworks Solutions Sdn Bhd - 2003 - Present

Fireworks is a Digital Marketing and Innovation Company. An Award Winning Agency which specializes in Web Development, Mobile Applications & Online Advertising.

Fireworks holds more than 10 proprietary innovations such as Mobile Publishing System, M-Learning Solution, Mobile Medical Solutions and Internet Business Suite.

Yanzer is currently the Director of Creative Technology on this business. Under his guidance, Fireworks create award winning works, attracting clientele around the globe.

### Director Of Technology; ASOTA.TV - 2013 - Present

ASOTA.TV is the new generation E-Commerce company, which specializes in product marketing through e-Commerce platform. ASOTA.TV also provides e-Commerce Solutions and Enablement Services to the local and global market.

Lee currently advises the company on aspects of technology and branding.

### Founder, Fireworks Media - 2001 - 2003

Fireworks Media is a Interactive Exhibit Specialist; design and engineering Exhibits such as Game Kiosks, Interactive Exhibits for Science Centers and Customized Multimedia Programming. Clientele such as Petronas Science Center, National Science Center, Petronas SkyBridge Center and Putrajaya Botanical Garden. Yanzer is the principle Designer & Engineer of the agency.



## Awards

- The Winner of the ASEAN-BAC Malaysia Business Award, ICT Category
- Marketing Excellence Award
- Kancil Award
- Samsung App of the Year
- Digi WWWow Award
- United Nation Cyberstar Award
- Golden Web Award



## Notable Recent Achievements



**8th NOVEMBER 2013, KUALA LUMPUR — Fireworks Solutions wins the prestigious Malaysian Business Awards (MBA) Award 2013 in the ICT (Information and Communications Technology) Sector, for their cutting edge product, ‘MobiMax’, and its CEO Mr. Yanzer Lee, the Industry Excellence Award.**

The awards ceremony was held at Renaissance Hotel on the 8th of November 2013. Distinguished guests of the evening include YB Dato’ Sri Mustapha bin Mohamad, Minister of International Trade and Industry.

The Malaysian Business Awards, supported by ASEAN, is a programme designed to promote excellence, innovation and best practices in business entities and is widely regarded as the ultimate showcase of outstanding businesses and personalities in Malaysia. Since its inception in 2009, The MBA Gala Dinner is an annually much anticipated event, acknowledging exemplary leadership in business.

This award puts Fireworks, in the same limelight with other winners like Malaysia Airlines, Limkokwing University, RHB Bank and other giants on the industry.

