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Maybank sets up wealth management academy

The bank has tied up with Singapore's Nanyang Technological University.

Maybank has forged a strategic partnership with the Wealth Management Institute of Nanyang Technological University Singapore to establish its Wealth Management Academy (WMA).

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The Maybank WMA features a regional wealth management curriculum targeted at 1,200 sales staff, wealth specialists and managers in private, premier and privilege wealth segments. It aims to complement the bank's digital upskilling initiative, the FutureReady programme.

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The first phase of the partnership will see more than 150 Maybank relationship managers, client advisers, wealth managers and specialists from Malaysia, Singapore and Hong Kong enrolled in the inaugural course held in Singapore and Malaysia. Participants who complete the training and assessment programme will receive a certification from WMI.

"The WMA will help enhance the skills and competencies of our wealth management personnel whilst keeping them abreast of new opportunities that are emerging in the fast-changing 4.0 environment today," said Maybank Group chief human capital officer Nora Abdul Manaf.

A total of three courses are offered: WMI's Private Banking Wealth Management Programme (PBWM) accredited at Institute of Banking and Finance (IBF) Level 1 Private Banking, a customised version of PBWM, as well as an in-depth Investment Advisory programme accredited at IBF Level 2/3 Private Banking.