

PROFILE

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School of Entrepreneurship

ICON

Ms Amanda A Atan is the award winning founder of Vibes Mastery Global Advisory and has multiples awards under her. She has helped many professionals and businesses build themselves as profitable brands with her 20 years of experience and expertise in brand strategy. Her extensive travel and networks in the UAE and globally enhances her portfolio to assist businesses. One Halal Nation is a new brand started in 3 Dec 2019 formerly known as VIBES Gold Vending Retail by VIBES Mastery. Amanda founded and launched the world's first vending machine that sold Islamic and Halal related products in 2017. The expansion of the vending machines' distribution into major retail malls grew as Amanda was passionate to assist micro business owners scale up their brandings This project saw extensive media coverage both locally and internationally. Singapore's Book Of Records recognized the achievement in 2018. Amanda received the Top 50 Asia Pacific Women Leaders Award in 2018. She has frequently been invited as a brand strategy and motivational business speaker. She has also served as one of judges in global business pitching events. Currently she is a member of the SG-UAE business council, MECSC and SBF. Amanda has been featured in various media outlets for her insights on smart business strategies and the evolving retail environment, including The Epoch Times, MS News, BERITA Mediacorp, Today Singapore, and Nam Huong Corporation. Her advocacy and innovative approaches have supported home-based businesses during challenging times, particularly during the COVID-19 pandemic, demonstrating her commitment to empowering micro-business owners.



AMANDA A ATAN

**KIOSK/ VENDING
MACHINE**