

Hana Hasannudin

BUSINESS DEVELOPMENT MANAGER

57, Jalan 15/1, Kampung Melayu
Kepong 52100 Kuala Lumpur

Profile Summary

Result oriented, business development specialist with 10 years experience in driving gross profit optimization, formulating strategic business direction and conduct market intelligence through network in both private and public sector

Education

UNIVERSITY MALAYA

Bachelor of Science in Biohealth
Science | 2004-2007

UNIVERSITY OF MELBOURNE

Masters in Biotechnology | 2009-2010

PROFESSIONAL EXPERIENCE

EVONIK MALAYSIA SDN. BHD.

Business Development Manager | February 2015 - Present

- Proposed USD7million valuable new business opportunities across different chemical application through various market studies conducted for palm oil, coating, food, construction and oil & gas industry.
- Collaborated on cross-functional engagement to develop new business potential and innovation to drive profitable growth. This resulted in new country projects to penetrate into oil & gas application with potential of USD500,000 new sales revenue.
- Project lead for regional market studies managing team of 6 business managers across South East Asia to analyse key market trends, competitor intelligence and proposed market entrant strategy for coating, flooring , and adhesives industry.
- Conduct business sales for Functional Solution product in biodiesel industry since 2018 as an additional role to Business Development. Increased product sales volume by 38% during pandemic in 2020 by capturing additional market share and improving pricing strategy
- Developed new business potential for Functional Solution in food and plastic business with additional sales potential of USD300,000

MALAYSIAN BIOECONOMY CORPORATION

Senior Executive | February 2011 - January 2015

- Developed business case, conducted due diligence and led negotiations on strategic investment for bioeconomy sector in Malaysia
- Recommended for cross agency assignment and secondment with Innovation Agency Malaysia and East Coast Economic Region(ECER) Development Council to develop and implement National Biomass Strategy and Bioeconomy
- Roadmap in ECER Facilitated the investments of bioeconomy projects within ECER and South Region with combined value of USD280 million. These projects include investment of palm oil biobased companies to set up their plants in Malaysia.

DKSH MALAYSIA SDN BHD

Management Trainee | May 2008 - February 2009

- Developed the marketing strategy to expand DKSH portfolio to include the sales of Novozymes products in agriculture sector in particular the application of enzyme for the palm oil and waste water industry
- Developed marketing strategy for performance material department to explore small animal business with additional revenue of USD20,000/year