

GOH SER YOONG MBA, CISA, CISM, CGEIT, CDPSE, CISSP, ACA
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SUMMARY:

Ser Yoong was the CIO of Jewel Paymentech, a financial risk technology company whereby he is responsible for the overall IT strategy and solutions roadmap of the company before a successful acquisition of the company by Advance.AI, one of the companies under the Advance Group. Ser Yoong was also recognized as one of the Top 30 CSO of 2021 from IDG. As part of the acquisition move, Ser Yoong has been tasked to manage the technology compliance and ML/CTF of the company. Prior to that, he has also held positions in Standard Chartered, PwC and British American Tobacco being a SME in the areas of audit, risk and compliance.

Ser Yoong is certified as a Certified Information Systems Auditor (CISA), Certified Information Security Manager (CISM), Certified Information Systems Security Professional (CISSP), Certified in Governance of Enterprise IT (CGEIT), Certified Data Privacy Solutions Engineer (CDPSE) and Alibaba Cloud Associates (ACA – Cloud Computing, Security). He holds a MBA degree from Putra University Malaysia and also University of London (LSE) with First Class Honors.

As part of volunteering and giving back to society, aside from being a student ambassador for his alma mater, Ser Yoong serves on the Board of Directors for ISACA Malaysia Chapter (a non-profit organization for IT Security, Governance, Risk and Audit professionals) as the Immediate Past President. He has spoken in multiple conferences and forum on various startup and technical topics such as cybersecurity and cloud computing as well as workshops for local government agencies. Aside from serving in local and regional mentoring programs, he has also been invited as guest lecturer for industry sharing with various educational institutions.

PROFESSIONAL EXPERIENCE:

Advance.AI

Head of Compliance (July 2022 to Present)



- Responsible for technology compliance for the Advance.AI which includes:
 - Driving certifications roadmap such as ISO27001, PCI DSS, SOC2, ISO27701, CSA-STAR
 - Ensuring compliance to group policies and procedures
 - Impact assessments on changes in country and industry regulations towards company's technology compliance
- Drives the Money-Laundering and Counter Terrorism Financing (ML/CTF) function in Advance.AI

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Jewel Paymentech Pte Ltd

Chief Information Officer (CIO) (Nov 2018 to July 2022)

Top 30 CSO 2021 Award Winner



- Directed end-to-end IT infrastructure architecture planning, design and deployment which includes day to day operations for both on-premise and cloud deployments, fiscal expenditures and resource allocations as well as process improvement initiatives
- Expanded solutions infrastructure on the cloud to multi-cloud to support company's expansion to new regions
- Improved development process maturity to incorporate security risk management
- Researched and introduced continuous DevSecOps evolution within the company
- Decision-making and management of team members in day-to-day tasks for platform engineering on the cloud and on-premise solutions (consist of data engineering and DevSecOps team), professional services, development, information security and fraud management teams
- Directed deployment of Fraud Advisory services and successfully rolled out the company's Virtual Fraud Management (VFM) services
- Introduced security awareness program within the company
- Completed the company's PCI-DSS compliance program
- Accountable for professional services which includes customer facing engagements - project management and customer support, ensuring timely response and delivery of solutions implementation for customers
- Accountable for information security, data privacy and risk management on the company's solutions and applications
- Accountable for the development team which includes management and roadmap of the company's solutions working closely with other teams from Products and Fraud Advisory as well as external partners / suppliers

AirAsia BIG

Head of IT Security (June 2017 to Sep 2018)



- Overall responsible for the IT security and compliance on cloud platforms – (Infrastructure, Application (Web and Mobile), Database) and fraud management strategy
- Completed the first company-wide IT Security maturity assessment and developed a technology and security strategy that is aligned to business strategy
- Charged with and successfully rolled out the first IT Security and enhanced the loyalty fraud policies for the program within 3 months period
- Headed day-to-day operations of Fraud team that led to discovery of new risk involving account take-over (ATO)
- Completed the PCI-DSS compliance for the program with an emphasis towards cloud compliance benchmarked against CIS AWS Foundations Benchmark
- Facilitated successful IT audit during the tenure with zero finding within scope

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- Established the first security awareness program within the company that consists of periodic briefing sessions and assessments of employees knowledge on IT security as well as phishing exercises
- Revamped the company's network architecture that promoted better segregation and defense-in-depth as well as more secure VPN
- Successful onboarding of bot management solution to manage bots and scrapers
- Successful onboarding of external SOC vendor for security monitoring
- Led the POC and RFP exercises on blockchain solutions for loyalty programme
- Incident response handling, Business continuity planning and coordinator with the group for both on-premise and cloud environments.

Standard Chartered Global Business Services (SCGBS)
Senior Information Security Manager (Sept 2014 to June 2017)



- Performed applicability assessment on third parties outsourcing and non-outsourcing contracts including an internal award recognition for closing backlog of IT outsourcing contracts review within stipulated timeline which help provide representations of the risks in advance to management for better prioritization.
- Communicate the risk landscapes periodically to respective stakeholders from Corporate & Institutions pillar
- Evaluated the design and effectiveness of technology controls for applications, infrastructure and end user computing tools
- Performed risk assessment exercises for vendor/supplier providing services/products to Standard Chartered Bank
- Performed threat vulnerability assessments for applications and communicate findings with business and key application stakeholders
- Security and audit liaison for all key business and IT projects within the Corporate and Institutional pillar as well as audit queries on risk entries and generating independent risk assessment output for regulatory requirements
- Provided consultancy and support to business owners, development and support teams in designing and implementing risk mitigation/remediation measures
- Reviewed risks and identify root causes for common risks and provide recommendation and insights for sustainable improvements
- Performed periodic reviews of controls and assessments to provide assurance
- Selected as part of the GSSC Malaysia Extended Leadership team

British American Tobacco

Senior IT Security Manager (April 2012 to September 2014)



- IT Security Risk Management – Subject matter expert to the internal stakeholders (End Markets) under his purview and security advisor on all the potential security risks exposure arising from IT security audits, both pre- and post-implementation reviews as well as to track, manage and treat the risks identified through the annual policies and procedures gap assessment exercise.

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- IT Security Compliance – Global focal point of compliance reviews with responsible internal stakeholders in reference to ISMS framework and internal company's policies and procedures as well as to track and manage their respective annual IT Security penetration testing exercises that involves external vendors/stakeholders. Successfully turned the end markets under his purview from non-compliant to full compliance in terms of Technical Controls in 6 months, i.e. end of 2012. Maintained the full compliance of Technical Controls for majority of the end markets under his purview for majority of 2013
- Security Management – Security lead in ensuring reporting of compliance level of the end market's IT Security posture in meeting the company's goals and objectives which includes compliance to the IT Security technical controls of anti-virus, firewall and encryption. Tasked as the Asia Pacific region's data custodian for the monthly IT Security risk reporting to Global Leadership IT in terms of the risk items that are open and security exceptions that requires attention
- IT Security Incident Management - Focal point in the event there is any potential IT Security incident detected from detection through to closure of the incident.
- IT Security Penetration Testing – Remediation of penetration testing issues / findings from the assessments done annually within an agreed timeline

PricewaterhouseCoopers (PwC) Malaysia

Assistant Manager (February 2009 to April 2012)



- Engaged perform various reviews that includes IT Security Governance (based on ISO27001 and ISO27001), IT Strategy roadmap planning, virtual infrastructure security and network review, Webtrust seal review (based on AICPA and CICA standards) as well as general Information Technology General Controls for various customers spanning across satellite media and broadcasting to airlines as well as financial services industries
- Conducted and successfully led various vulnerability assessments and network security penetration tests for multinational companies that includes a global tobacco manufacturer as part of a global IT security compliance engagement which span across countries from Europe, America, Asia, Africa, and Middle-East, local government ministry, a local large financial institution in Malaysia
- Conducted and led web application vulnerability assessments for a multi-national specializing in IT Security products such as anti-virus and a securities investment firm in Vietnam
- Conducted an internal and external penetration testing on various hosts for the local national airline company in Malaysia. Engagement included performing vulnerability assessments, internal and external penetration tests on a host of devices as part of a PCI-DSS Readiness Assessment engagement
- Recognized in various internal company awards for successful project deliverables

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