

# Iskandar Alam Bin Zainal Abidin

## STRATEGIC PLANNING & INNOVATION MANAGEMENT



### PERSONAL DETAILS

Date of Birth / Place: 21<sup>st</sup> September 1982 / Kuala Lumpur, Malaysia  
Nationality: Malaysian  
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### WORK EXPERIENCE

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**January 2021 – Current**  
**QSR Brands Holdings Bhd.**  
**Position: Manager, Upstream Operations COO's Office**

Transferred to the Upstream COO's office, as a support function to identify the Upstream Division's core systemic issues resulting in a negative impact on the Group's performance. Responsibilities under this role included:

- Revisiting past initiatives identified by the transformation office to evaluate the success, execution limitations, and failure to deliver on past Transformation Office projects.
- Mapping out the internal supply chain to determine the inefficiencies arising from legacy Group structural issues and the operational work-around for business continuity.
- Multi-stakeholder engagement to address the root cause of systemic issues impacting the operational and financial performance of the portfolio.
- Reporting to the Group's Management Team and Board of Directors on the mitigation action plans to address shocks to the supply chain arising from COVID disruptions.
- Exploring opportunities for a short-term turnaround through external partners with the intent to improve the stability of the internal supply chain and the possibility for inorganic growth.

**September 2019 – January 2021**  
**QSR Brands Holdings Bhd.**  
**Position: Special Officer, Group Managing Director's Office**

Support, manage and execute selected projects under the control of the Group Managing Director's office.

- Identification of existing reporting gaps to address issues faced with the visibility of The Group's financial and operational performance.
- Working with business units to identify key indicators allowing Senior Management and the Board to have improved visibility of the current state of the business.

- Engaging the respective business units to align the portfolio of companies to the direction of the Group's 5-Year Strategic Business plan.
- Developing the pay-for-performance framework including the development of the mechanism to identify, monitor and verify benefits derived from key strategic initiatives within the Group.

**July 2018 – September 2019**

**QSR Brands Holdings Bhd.**

**Position: Manager, Upstream Operations Transformation Office**

Development and monitoring of a centralized report management system for the Upstream Division's business units, to support the senior management's decision-making process.

- Establishing a positive relationship with the Project Sponsors, Project Champions and Teams (Project Owners).
- Other tasks included the formulation implementation of Best Practices & Process Improvement, Common Language, Culture & Mindset, and Resource / Portfolio Management.
- Conducted workshops and hackathons for operations to showcase and implement their proposed initiatives utilizing the Stage-Gate framework.

**January 2017 – July 2018**

**Sime Darby Plantation Bhd.**

**Position: New Business Development & Innovation**

In late 2016 the Sime Darby Group announced that it would be undergoing a value creation restructuring exercise to form three new independent companies, to focus on pure plays in the Plantation, Property and Logistics & Trading sectors. After this announcement, my secondment to the Plantation Division transitioned into a permanent position.

- Continuity to drive the Innovation Management process and assisting the newly formed Digital Centre of Excellence team with the rollout of the digital strategy paper to execute Digital Initiatives.
- Expanding the innovation management process emphasizing establishing a Digital Working Group framework with a digitization roadmap, a communication framework with key stakeholders, a Digital rollout roadmap and a reporting framework to the Senior Management.

**May 2016 – December 2016**

**Sime Darby Plantation Bhd.**

**Position: Innovation Management (Secondment)**

In recent years Sime Darby Group's portfolio of companies has faced new uncertainties in its operating environment, which lead to the appointment of a new Chief Innovation Officer and the transformation of the Group's Strategy department into a Strategy & Innovation Management department. The sole purpose of the new department was to focus on innovation management through the Stage-Gate process to improve the management of the Group's limited resources and develop a healthy pipeline of innovation projects within its subsidiaries.

The new structure required selected strategic planning team members to be seconded to the subsidiaries, to establish and implement the innovation framework as directed by the Group. The secondment to Sime Darby Plantation was a challenging assignment for me considering my limited knowledge of the mechanics behind its compartmentalized Plantation's Upstream and Downstream business.

Understanding the mechanics that drive the business was the first key step and through this process, a Plantation Innovation Roadmap was formulated.

In addition to establishing the innovation management process during the secondment other tasks included:

- Implementation of the Stage-Gate framework and innovation management process and providing support to accelerate the idea-to-commercialization process for key new projects.
- Consolidating and summarizing innovation reports for quarterly Innovation Committee meetings and making recommendations for project teams that may need assistance from the Committee.
- Development of an Innovation Roadmap, which later paved way for a Data Analytics project and Digitization Strategy.
- Managing the open innovation collaboration platform. Assessment of potential partners and viability of their solutions before connecting them with the internal stakeholders. Assist with the assessment of the acceptable quantifiable baseline of results before embarking on the proof-of-concept partnership.

**May 2010 – December 2016**

**Sime Darby Bhd.**

**Position: Strategic Planning, Group Strategy and Innovation Execution**

- Strategy Support and Consultancy.
- Providing strategy-related support to Group Strategy & Innovation (GSI), Group Support functions (HR, Finance, Procurement and Risk) and Division Strategy & Innovation.
- Assisting the Divisions with the development and refinement of their 5-year Strategy Blueprints to develop and establish a strategic conceptual and directional business framework to pursue business opportunities taking into consideration the organisation's competitive advantage, value creation and infrastructure needs.
- Management of strategy planning cycle processes. Assessment of the quality and timeliness of strategy deliverables such as portfolio documents, Strategy Blueprints and other strategic reports research. Tracking and monitoring divisional strategies as outline in strategy blueprints.

**May 2010 – September 2010**

**National Economic Advisory Council (NEAC)**

**Position: Analyst / Researcher**

- Seconded to the NEAC as a research writer covering Public Transportation and Sustainability sectors. Identifying sectorial issues addressed by NKEA Labs and NEM Part II. Compilation of individual sectors findings into reports, which were presented during council meetings.

**April 2009 – May 2010**

**Perunding Hashim & NEH Sdn. Bhd. Consulting Engineers, Malaysia**

**Position: Project & Design Engineer**

Specializing in the design, and implementation of cold water & sanitary plumbing for mechanical building services.

- Involved as a designer in numerous projects including, the Ghana Cocoa Board warehouse complex in Ghana, Jakim building complex and AIROD aircraft hangar.
- Project engineer responsible for design, documentation, and management, of mechanical building services. Responsibilities as a project engineer include attending meetings & discussions with clients, local authorities, other consultants involved, and suppliers. Assessment and recommendation of site work progress and payment to sub-contractors.
- Project engineer for the Mutiara Pernama Gemas project in Gemas Negeri Sembilan and Sime Darby's Denai Alam property development project.

**June – January 2009**

**Acoustics Department, London South Bank University**

**Position: Internship**

Worked on the urban wind turbine project managed by the Engineering Department of LSBU. Assisted in consultancy works with LSBU faculty member, Dr Stephen Dance, which involved diligent monitoring of noise, vibrations and turbine performance at various sites.

- Conducted audiometric testing on musicians from the Royal Academy of Music and tested the Apple iPhone as a sound level meter.

**August – December 1999 Trainee**

**AIROD Sdn. Bhd.**

**Position: Internship**

4-month stint under the Aircraft Maintenance and Planning Department. Entrusted with the responsibility of managing the maintenance schedule and parts for two Royal Malaysian Air Force Platus PC-7 trainer aircraft under the guidance and supervision of an assigned mentor.

## **EDUCATION**

**2007 - 2008**      **LONDON SOUTH BANK  
UNIVERSITY**  
*BEng Mechanical Engineering (2:2)*

**2003 - 2007**      **CITY UNIVERSITY, LONDON**  
*Certificate of Higher Education  
(Air Transport Engineering)*

2002 - 2003	<b>WESTMINSTER KINGSWAY COLLEGE, LONDON</b> <i>Engineering Foundation Course</i>	2001 - 2002	<b>WORKSOP COLLEGE, NOTTINGHAMSHIRE</b> <i>A-Levels: Math, Physics, Digital Photography &amp; Graphic Design AS-Levels: Design &amp; Technology</i>
1997 - 1999	<b>MUTIARA INTERNATIONAL SCHOOL KUALA LUMPUR, MALAYSIA</b> <i>GCE Level</i>		

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## PERSONAL SKILLS

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- Innovation management / Strategy / Innovation Management / Design Thinking / Business Model Canvass / Scenario Planning / Project Management
- Word, Excel, Access, Power Point, Auto CAD.

## PERSONAL INTERESTS

- Sports – running & polo
- Reading - aviation journals and magazines.
- Others – photography, aircraft simulators and building display models.

## CLUBS / SOCIETIES

- Member of the Kuala Lumpur Polo Club
- The KLCC Runners Group

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## VOLUNTEER EXPERIENCE

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### The Hope Factory

Volunteer with the Hope Factory, a non-profit cause-related Non-Government Organisation combining social entrepreneurship principles and business principles. Past projects include the distribution of food, basic self-care and hygiene products to the homeless & marginalised communities within Kuala Lumpur and Selangor.

### KL Pony Club

The Kuala Lumpur Pony Club is an organisation formed, devoted to educating and encouraging children to start riding and to promoting sportsmanship & leadership through horsemanship. Past support functions with the Pony Club include stewarding during Summer and Christmas Camps for mounted events and basic horsemanship during unmounted events.

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## REFERENCES

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References are available on request.