



## ABOUT ME

- 15+ years of finance and accounts management handling with experience in Startup, MNC and regional setup.
- High level of experience in compliance and management (internal control, audit, etc)
- Specialist in a wide range of financial practices, including financial accounting, budget planning, analysis and forecasting, IT/ERP services, business plan, strategic planning, processes improvements, accounting shared services, entity reporting, treasury, tax and cost savings initiatives.
- A team leader who can drive team to complete group tasks. Passionate about coaching in developing associate capability.
- Dependable person with high capacity in problem solving and resolution. A can- do approach person and a fast learner.



## PROFESSIONAL EXPERIENCE

### INDEPENDENT CONSULTANT, FINANCE AND ACCOUNTINGS

*All aspects of Finance and Accounts function*

July 2020 to Aug 2022 (KL, MY)

- Provide service in the area of Finance and accounting including set up, change management, budgeting and forecasting.
- Dealing, managing and negotiating with bankers on banking facilities, rates and placement based on company's requirement
- Report on operational performance and develop plans to improve relevant Key Performance Indicators.
- Assisting in business decision-making for all the operating companies within the companies.
- Working closely with the local team on all aspects of AP, treasury matters, statutory requirement and financial reporting.
- Evaluates the organizations financial and business performance and provide analysis and interpretation of the performance as well as input/recommendations to management on a project basis.
- Provides analysis report to compare the variance of actual performance and budget.
- Ensuring timely and accurate completion and compliance with all relevant statutory reporting to ensure good corporate governance.
- Ensure an effective management of payable, receivable and cash balances.
- Liaison with external parties ie. Auditors on their requirement and attend to other requests
- Supports the days to day finance operations of client based on project basis.
- Assist in organizing the company financial structure and road map for company's plan in going public listing.
- Responsible for overseeing day-to-day operation of the company and maintaining an in-depth understanding of the business key drivers to derive clear and succinct analyses of the ongoing business and financial performance of operations.
- Advisory on business strategy planning and driving special project as when is required.
- Takes an active interest in trends/opportunities within the industry and makes recommendations to leverage on opportunities and to mitigate risks. This is achieved through regular market visitations and having a strong business working relationship with both Principals and key customers.
- Selects, hires, motivates and develops subordinates to ensure optimum effectiveness and efficiency.

- Provide general HR services ie. Epf, Socso and others
- Provide support to the client regional offices.
- Others operations matter involvement as at when is requires.

## **UNICOM MARKETING SDN BHD**

### *Head of Finance*

July 2018 - June 2020 (KL, MY)

*(Business nature: Event Management and Digital Interactive in Malaysia & Singapore)*

- Implemented and set up the accounts and finance department for a group of companies (4 Malaysia companies and 1 Singapore company).
- Provide advisory service in the area of Business, Finance, including tax, audit and accounting
- Overseeing the Singapore company finance and accounts cum HRA function.
- Setup SOP and structure the company staffs' function where it requires
- SST/GST setup and registration as according to custom requirement
- Successfully obtain a Special Relief Fund ("SRF") for the company with financial institution during MCO period as well as other asset purchase funding.
- Assist in raising working capital
- Prepare and update daily transactions and perform day to day finance tasks
- Compliance management ie. Statutory, audit...etc.
- Cash flow forecast and monitoring and monthly financial reporting.
- Review accounting transactions, AP & AR, creditors and debtor issues. Streamline the terms and conditions
- Project costing monitoring and review
- Business strategy planning and forecasting
- Financial performance improvement
- Working with other stakeholders, vendors and the respective statutory department
- Regional companies set up in Indonesia and Vietnam. Liaison with the local lawyers and local statutory
- Improved the processes and compliance requirement on new setup
- Working with financial institute on company's financing and cash flow restructuring
- Work closely with the owners/directors
- Travelling to other regions as at when is required
- Other ad-hoc matter as at when it requires.

## **INDEPENDENT CONTRACTOR, Short term Project Based**

### *Aviat Network UK Ltd*

Feb 2018 – Jun 2018 (Johannesburg, SA)

- Undertake a project in Johannesburg, SA with Aviat Network UK Ltd in the aspect of financial accounting and reporting.
- Provide consulting service in the area of Finance, including tax, audit, accounting and change management
- Working closely with local team on all aspect of AP, treasury matters, statutory requirement and financial reporting.
- Perform monthly reconciliation, monthly financial closing, all AP updates, monthly journal, payment and variance analysis and comment with submission to US HQ.
- Liaison with external parties ie. Auditors on their requirement and attend to other requests
- Supports the days to day operations.
- Prepare weekly cashflow forecast and monthly regional reporting.

## **BLUEBELL MARKETING (M) SDN BHD**

### ***Regional Financial Controller (MY, SG, TH & ID)***

Dec 2015 – Jan 2018 **(KL, MY)**

*(Business nature: Int'l Fashion Retail Distributor and F&B Franchisee, Reporting to SEA Managing Director with Functional link to the Group CFO)*

- Malaysia and regional finance team responsibility with oversee the full spectrum of finance function includes review of monthly and quarterly management reports.
- Working closely with the Managing Director as a key business partner who participates in strategic and commercial decisions.
- Responsible for financial and management accounting, statutory reporting as well as tax compliance across operations in Malaysia, Singapore, Thailand & Indonesia.
- Manage regional treasury issues such as cash flow forecasts and loan arrangements and work with external stakeholders including auditors and tax agents.
- Preparation of projection on new brands for review, decision making and approval prior signing off the distribution agreement.
- Liaising with the HQ Finance team in area of business control and controllership.
- Manage the entity Finance team, including performance management and career development. Ensure appropriate staffing is maintained.
- Responsible for providing sound analytical advice, reporting and business partnership to foster top and bottom-line growth. Drive cash flow through the coordination with both the businesses and drive entity performance.
- System implementation management and test
- Provide as required, support & analysis on Transition Projects and new investments.
- Overseeing the local IT Team and the Warehousing Team.

## **AVIAT NETWORKS MALAYSIA SDN BHD**

### ***Finance Manager (MY, CN & ID), Contract job***

Sep 2014 – Dec 2015 **(KL, MY)**

*(Business nature : Wireless Transmission Network Solution, Reporting to APAC Finance Director in the Netherlands)*

- Preparation of weekly and monthly cash flow forecast., tax computation and submission through a local tax agent.
- Good and services tax registration and implementation and ensure compliance.
- Review and manage financial and statutory reporting in 3 countries.
- In charge and review of HR payroll for Malaysia, China and Indonesia.
- Responsible for the monthly and quarterly financial reporting and submission to the headquarter in the US on a timely basis.
- Assist the APAC Finance Director on financial and local statutory matters in the responsible countries
- Liaison with respective local legislative, auditors, tax agents, bankers and company secretaries on related matters such as yearend audit, schedules preparation, computation, reconciliation and other secretarial work.
- Monitor and manage operating costs and other indirect costs.
- Implemented GST and reporting according to customs regulations.
- Ensure resources are maximized and objective is met as well as highlight other risk matter
- Ascertain that the policies and procedures conform with Global and local entity
- Negotiate and review agreements and contracts.
- Other ad-hoc projects and tasks as at when required.

## **GILL CAPITAL (S) PTE LTD'S GROUP OF COMPANIES**

Apr 2010 – Mar 2014 in Dubai & Jakarta :-

### **- PT HINDO**

May 2013 – Mar 2014 (Jakarta, ID)

#### ***Area Financial Controller***

*(Business nature : Franchisee for H&M Fashion, Sweden, Reporting to Director/CEO)*

- Setup of accounting and finance team for the new franchise in Indonesia.
- Overseeing the day to day function and compliance of Finance department and stores set up
- Plans, organizes and directs financial and manage, management control functions of department and section.
- Takes overall accountability for the effective delivery of the monthly and annual financial reports.
- Ensure that financial information is accurate, timely and represents a true and fair view of the financial performance and compliant with relevant legislative.
- Studies, analyzes and report on market and financial trends (e.g. implication of changes in tax laws) and projection for future growth.
- Preparation of company's annual budget report which include of expansion plan through Indonesia region.
- Daily cash flow projection to ensure sufficiency of fund allocation.
- Monthly management financial review and reporting to HQ in Singapore
- Provides final review and resolution on any audit question raised by external auditors.
- Develop systems and procedures to ensure the efficient and effective management of the company's finances.
- Using a financial control framework, including financial accountabilities and authorities to ensure full financial control.
- Ensure accounting policies comply with the relevant accounting standards and that group policies are followed.
- Provides strong leadership and guidance to the organization's finance staff through establishment of performance goals, allocation of resources and ensure that they have an understanding of the vision.
- Monitor and maintaining all the legal document and lease agreements with participation on the review on financial element of the agreements.
- System implementation and testing prior to mobilization
- Review of monthly payroll and tax submission report to ensure accuracy and completeness of the record
- Work closely with the Director in Financial aspect as well as day to day operation issue such as shipping, logistic and tax regulatory matters
- Other ad hoc tasks/project and crossed function as at when requires.

### **- CRAVINGS WITH COUTURE LLC**

### **- RETAIL IS DETAIL LLC**

#### ***Financial Controller***

Apr 2010 – Mar 2013 (Dubai, UAE)

*(Business Nature: F&B and Retails, Reporting to Director)*

- Liaison with landlord and contractor on the reinstatement of store and completion of the handover
- Prepare, review, analyse and submission of financial management report to BOD and Singapore office
- Ensures that financial information is accurate, timely and represents a true and fair view of the financial performance and condition of the company to the BOD, and complies with all relevant legislative requirement
- Monitoring on daily sales performance of all outlet
- Prepare and strategize company finances thru strong cashflow management and projection
- Ensure accounting policies comply with the relevant accounting standards and that group

policies are followed.

- Provides strong leadership and guidance to the organization's finance staff through performance goals, resources allocation and ensure that they have an understanding and their part in its achievement
- Prepare Annual Business Plan for both RID and CWC for presentation to BOD and monitor of budget set
- Attend to due diligence process and ensure all complied with respective parties and term set as well as dealing with respective local legislative ie, auditors, bankers, local authorities ..etc,
- Setting up inventory system as well as overseeing the purchasing section, stocks monitoring and cost control.

## **LCL INTERIORS LLC**

### **Finance and Accounts Manager**

Sep 2007 – Sep 2009 (**Dubai, UAE**)

*(Business Nature: Interior Design Fit Out Company, Reporting to the Finance Executive Director)*

- Overseeing the finance department day to day operation in treasury, GL reporting, AP and AR
- Preparation of daily Cashflow report and allocation as well as prepare the annual budget forecast reports
- Review, analyze and finalization of monthly financial report and ensure submission on time to HQ
- Review and check respective balance sheet item, all reconciliations and journals input.
- Liaise with auditor on the financial year end audit.
- Compile and prepare project costing and cashflows forecast
- Ensure timely collection of the due certificates/claims for respective projects and weekly collection reporting
- Liaise with Bankers on banking matters/transactions and arrange for project financing as well as bond issuance
- Monitor Forex Exposure and issue LC establishment and BG for projects and monitor of shipment document
- Attend monthly management meeting and project site meeting
- Project and departments cost control and budgeting preparation
- Attend to the main contractor, subcontractors, and suppliers on days to day matters
- Prepare ad hoc report as when is required by the top management
- Completed the audit for 2004, 2005, 2006, and 2007 within 5 months of joining the company
- Assist the Executive Director during his absence and maintain Company Secretary Records

## **Held multiple progressive roles of responsibility:**

**Assistant Accounts Manager** - RCE Marketing Sdn Bhd

2006 – 2007 (**KL, MY**)

**Senior Accounts Executive** - K&N KENANGA Bhd

2004 – 2006 (**KL, MY**)

**Accounts Executive** - JETFM Sdn Bhd

1999 – 2004 (**KL, MY**)

**Finance Executive** - PB Securities Sdn Bhd

1993 - 1999 (**KL, MY**)

## **EDUCATION**

2006 **ACCA (UK) – Certified Accounting Technician (CAT)**, Kasturi School of Accountancy

(**KL, MY**)

1991 **Diploma in Marketing**, Stamford College

(**KL, MY**)

## **SOFTWARE KNOWLEDGE**

Microsoft Office (Words / Excel / Power Point)

Accounting Software

: SUN System, AX400 System, UBS System, SAGE System, Microsoft Navision, SAP and Oracle-R12, Autocount Accounting System

Languages Written

: English and Malay

## **MAJOR KEYS CONTRIBURION**

- ***Unicom Marketing Sdn Bhd***

Successfully secured Special Relief Fund (“SRF”) from bank of MYR1 million SME loan under government initiative during pandemic lockdown period on top of other working capital funding.

Implemented procedure and processes and streamline across other group of companies.

Improved the group companies cashflow through better management and structure.

Resolved statutory backlog and compliance issues for group of companies and set up of finance and accounts department for the group.

- ***Bluebell Marketing (M) Sdn Bhd***

Streamlining the warehousing operation with proper SOP in place. Relocation of warehouse to a new and more systematic warehousing building location.

Migrating, merged and automated the financial reporting system with external business partner in Switzerland for the cigar businesses successfully.

- ***Aviat Networks Malaysia Sdn Bhd***

Completed and achieved 100% MBO (Manage By Objectives) set on company restructuring and downsizing with compliant to local statutory requirement.

Completed the China’s outstanding inventories issue as per local tax compliance with 80% tax saving.

- ***PT Hindo, Jakarta, Indonesia***

Being a newly set up company, successfully negotiated and locked in a 2 ½ years marketing cash sponsorship of IDR10.75 Billion (appx. USD940 Thousand) from the local bank. And obtain lowest credit card merchant rate in the market with the local bank for the stores.

- ***Retail Is Details LLC, Dubai, U.A.E.***

Completed the double due diligence for both the stores and company level within 6 months on the sales of business to the local partner.

- ***Cravings With Couture LLC, Dubai, U.A.E.***

Set up of the finance department for the 2 newly established food and beverage restaurants in Dubai Mall upon joining in one month which carries international franchise.

Successfully reduce in COGS and GM improved between 5% + to 10% by working closely with local suppliers/vendor and pricing revision thus result with a NPBT increased by 8%.

- ***LCL Interiors L.L.C., Dubai, U.A.E.***

Arranged and secured a project financing with local bank under the short-term loan of AED126 million for the company's Dubai Metro Project.

Completed the audit for 2004, 2005, 2006 and 2007 within 5 months upon joining the company.