



ANDREW OH JU LI

Nation Builder | Content Creator | Marketing Strategist | Event Producer | Project Manager | Talent Curator

PROFILE



Malaysian



Selangor, Selangor



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Klang Valley



13th September 1984

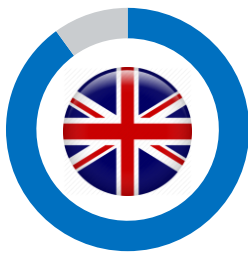
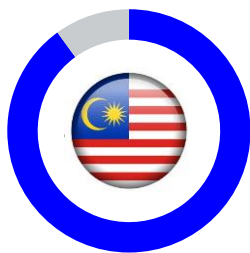


andrew.ohl@gmail.com



Bachelor of Engineering
(Process & Food),
Universiti Putra Malaysia,
2008

LANGUAGE

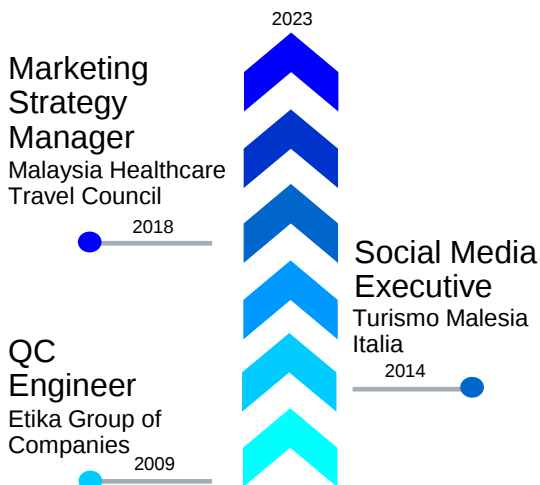


ABOUT ME

Born and bred in Teluk Intan, Perak, I have strong passion in nation building and transforming lives with specific interest in healthcare and digital economy. Started off in the FMCG industry as a QC engineer, I have been active in healthcare travel industry since 2018. Throughout my career, I curate, alleviate and variate initiatives and talents to enhance strategic organizational sustainability.



CAREER TIMELINE



EXPERIENCE & SKILLS

15
years of
experience

Integrity
Leadership
Teamwork
Analytical
Interpersonal
Solution Driven

Project Management
Partnership Management
Brand Positioning
Marketing Strategy
Strategy Planning
Content Development
Event Management

Marketing Strategy (2022 – to date):

1. Develop channel strategies and manage the execution plans.
2. Responsible to lead products / services of MHTC:
 - Healthcare Travel Facilitator (HTF) Training for local & international agents and health facilitators
 - Lead initiatives to optimize MHRO, MIRC and MHIC in respective markets (business viability, ROI, efficiencies, etc.)
 - Identify and evaluate international industry events participation at market and hubs level OR participation of international event hosted locally
3. Develop and revise HTF module and syllabus based on targeted participants.
4. Secure support and collaboration from potential partner including state tourism boards in organizing HTF in targeted states and cities.
5. Secure and execute partnership deliverables within the capacity of channel development specifically for MHRO, MIRC and MHTC optimization.
6. Work closely with market teams to develop information distribution and conversion channel through various platforms and partners.
7. Build and expand Malaysia Healthcare brand into focus, developing and untapped markets.
8. Facilitate state governments to build respective states as a medical tourism destination.
9. Hotel and private hospitals identification, engagement and curation of premium wellness / health screening programme.

Business Sustainability (2019 – 2022):

1. End to end event management: B2B, B2M, B2G & B2C
2. Ecosystem thought leaders, talents and enablers scouting, engagement and positioning
3. Annual strategy planning and corporate strategy initiative alignment
4. Stakeholder management: strategic partnership branding and value proposition
5. Conference agenda production: theme & supporting pillars setup, topic & angles of discussion development, speakers' engagement
6. Project management including P&L and positive ROI management
7. Centre of excellence initiative – capacity building, partnership, content, marketing
8. B2B & B2C content development through demographic definition, benchmark setting, writing funneling & optimization, promotion & analysis
9. Industry blueprint and digital framework development
10. Train, support and curate subordinates

Fertility & Cardiology Hubs (2018 – 2019):

1. Develop hubs' strategy and tactical plan
2. Support market in developing and executing effective GTM initiatives related to Hubs
3. Develop international PR branding and marketing communication strategy, tactical contents & products for Cardiology hub
4. Establish international collaboration on capacity building
5. Organize and execute market familiarization trip (B2B)

Product Management (2018):

1. Determine and specify the research needed to obtain market information
2. Assess market competition through competitors' monitoring
3. Specify market requirements for current and future products by conducting market research
4. Develop product placement strategies
5. Analyze potential partner relationships for products

2014 – 2017: Social Media Executive – Turismo Malesia Italia

1. Plan, design and create online marketing content: Turismo Malesia Italia FB
2. Translator in international annual events in Milan: La Fiera d'Artigiano 2014 & 2015
3. Part time front desk officer attending to public inquiries pertaining to Malaysia
4. B2B business matching arrangement at Borsa Internazionale del Turismo 2015 - 2017, TTG Italia 2014 – 2016.
5. Assist in promoting and coordinating seminars and exhibitions for Turismo Malesia Italia

2009 – 2014: QC Engineer – Etika Group of Companies

1. Monitor daily production to ensure finished goods are all within specifications
2. Manage daily manufacturing line issue
3. Carry out trial run for process improvement purposes and carry out supplier material trial run
4. To fully coordinate on all quality related activity and ensure its compliance to ISO 9001 & HACCP requirements and internal procedure at all time
5. Involve in all quality related complaint investigation and implementation of corrective actions
6. Preparation of food & packaging specification declaration to respective customers
7. Submit monthly KPI report to customers: Pizza Hut & KFC HQ

Other Career Highlights:

2022	: Project Leadership Accelerator Series by Leaderonomics
2021	: Marketing Series Training Programme by Jeevan Sahadevan
2020	: CEO Merit Award
2015 – 2017	: Italian Language Course Level A1.2 to B2.2 at Istituto Dante Alighieri Milano – Scuola di lingua italiana per stranieri
2011 – 2014	: ISO 9001, GMP, HACCP and FSSC 22000 Audits Trained : Radiation Protection Officer – Gauge (Certification) by Atomic Energy Licensing Board, Ministry of Science, Technology & Innovation

Referees:

Mr. Zulkefli Idris

Former Vice President, Business Sustainability
Malaysia Healthcare Travel Council
+6019 – 367 9848
Relationship: Former superior

Mr. Shahril Zainal

Head of Marketing Strategy
Malaysia Healthcare Travel Council
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Relationship: Current superior

Mr. Ahmad Kamarudin Yusoff

Deputy Director, Domestic & Event Division
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Relationship: Former superior