

Radzuan Razali



7 January 1972

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Radzuan Razali



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Profile

A visionary and inspiring leader, Radzuan has an extensive experience in financial, strategic and operational undertakings. He has exhibited great capabilities in planning and executing projects with a focus on operational efficiency, business viability and regulatory compliance. He has excellent communication skills and can motivate subordinates to achieve stretched targets. Constantly innovating to acquire greater efficiency and productivity, Radzuan has a keen eye on the latest technology and management trends to ensure the company is always at the forefront of current best practices. Subscribing to the motto “Being comfortable with the uncomfortable”, Radzuan is always seeking new and exciting challenges in an organisation that looks to grow exponentially.

Experience

**Chief Executive Officer (CEO) Kolej Profesional Baitulmal Kuala Lumpur (KPBKL);
Kuala Lumpur, Wilayah Persekutuan, November, 2021 – present**

- Provide executive leadership to manage KPBKL , the wholly-owned company of Majlis Agama Islam Wilayah Persekutuan (MAIWP)
- Lead the strategic, financial, operations and governance aspects of running the College with best practices and optimum efficiency
- Supervise the delivery of services to around 1800 students

- Supervise the drive towards diversified revenue to complement academic incomes
- Manage the engagement with stakeholders, regulators, partners and clients

Chief Executive Officer (CEO) UPSI Holdings Sdn Bhd (UHSB);

Tanjung Malim, Perak November, 2019 – May, 2021

- Provide executive leadership to manage UHSB, the wholly-owned subsidiary and commercial arm of Universiti Pendidikan Sultan Idris (UPSI)
- Supervise the marketing and sales effort, generating revenue of RM5mil in 18 months
- Provide updates and report on company performance, plans and activities to Company Board of Directors and University Management
- Provide direct supervision to Heads of Units responsible for the various business and functional units at UHSB
- Manage the re-organisation and setting up the fundamentals of the Company for future-proofing and greater efficiency and productivity
- Supervise the operations of Hospitality Training Centre (HTC), Early Childhood Education (ECE) business, merchandise, trainings and other businesses
- Build linkages with University's faculties and departments to work on commercial projects
- Supervise efforts to monetise research outputs and expertise, particularly in the areas of education
- Supervise operations related to finance, strategies, manpower and other related functions of sub-units and departments within UHSB
- Liaise with stakeholders, clients and regulators on behalf of the Company

Chairman, UPSI Educare Sdn Bhd (UESB); Tanjung Malim, Perak 2019 – May, 2021

- Chairs the board of Company focusing on early childhood education business

Chief Executive Officer (CEO), MMU Cnergy / Unitele Multimedia Sdn Bhd (UMSB); Cyberjaya, Selangor January 2013 – October 2019

- Provided executive leadership to manage MMU Cnergy, the wholly-owned subsidiary and commercial arm of Multimedia University
- Provided updates and assume accountability of the Company to the Board of Directors of UMSB
- Ensured viability of business activities and projects undertaken by the Company

- Provided close supervision of sales and marketing efforts, directly responsible for around RM70 million revenue from 2013 to 2018, with bottomline achievement of around RM12 million between 2013 to 2018.
- Focused on the monetisation of MMU resources via trainings and short courses, projects, consultancies, Intellectual Properties (IPs), on-campus business, sports and hospitality commercialisation and academic licensing
- Provided direct supervision to four Heads, and general oversight of 32 executive and non- executive staff over two locations
- Managed to create healthy balance sheet for the company
- Actively pursued business opportunities locally and abroad – Ghana, Nigeria, India, Bangladesh, Brunei, Indonesia, Timor Leste, Bahrain, Kazakhstan and Nepal, amongst others
- Supervised collaborative engagements with entities within TM Group of Companies
- Fostered close working relationship with Ministry of Foreign Affairs of Malaysia (MFA), Economic Planning Unit, (EPU), Malaysian Communication and Multimedia Commission (MCMC), Talent Corporation, Multimedia Development Corporation (MDEC), Khazanah Nasional, MaGIC, Football Association of Malaysia (FAM) and others
- Involve in mentoring and supervising of startups and spinoff companies in MMU
- Prime mover in commercialisation of education resources and Intellectual Property Right (IPR)

Board Member, MMU Creativista Sdn Bhd (MMUCV); Cyberjaya, Selangor 2017 – October 2019

Deputy Head, Unitele Multimedia Sdn Bhd (UMSB), Multimedia University, Melaka 2007 - 2008

- Assisted the Head of USB in managing implementation of commercial projects for Multimedia University by managing risks and ensured compliance to regulatory requirements
- Assisted the Head in managing the operations and financial aspects of the Company

Deputy Director, Centre for Foundation Studies and Extension Education (FOSEE), Multimedia University, Melaka 2005 - 2012

- Assisted the Director of FOSEE in running of the centre
- Led the pursuit of non-academic revenue for the centre, culminating RM16 million in recognised revenue from 2005 to 2015

- Led the administration of R&D activities of the centre
- Provided assistance in the administration of academic programmes of the centre

Head, Institute of International Languages Multimedia University (ILMU); Melaka 2004 - 2005

- Responsible for the commercialisation of language-based trainings and short courses to government agencies and ministries, corporate sector and international clients
- Supervised the realisation of RM0.8 million revenue

Faculty Member, Centre for Foundation Studies and Extension Education (FOSEE), Multimedia University, Melaka 1997 - 2003

- Assigned to teach General Proficiency English and English for Specific Purpose subjects at pre-university and undergraduate levels
- Responsible for setting up the multimedia language laboratories in Melaka and Cyberjaya campuses

Academic staff, Sekolah Sultan Haji Ahmad Shah; Pekan, Pahang 1996 - 1997

- Assigned to teach English subjects to Lower Secondary classes
- Assigned administrative duties including advisor to the school rugby team and English language debating team

Education/ Qualification **Certificate in Introduction to Data Analytics for Managers, 2021**
University of Michigan, USA

Certificate in Digital Business Strategy, 2019
MIT Sloan School of Management, USA

Certificate in Train-the-Trainer, 2014 (TTT/11074)
HRDF Malaysia / German-Malaysian Institute, Malaysia

Master of Business Administration (MBA), 2010
Universiti Utara Malaysia; Sintok, Kedah

Bachelor of Education: Teaching English to Speakers of Other Languages (TESOL), 1996
University of Warwick, Coventry, UK

Preparatory Programme, 1992

Henley College, Coventry, UK

Sekolah Tuanku Abdul Rahman, Ipoh, Perak – 1989

Areas of Expertise	Strategic Planning; Operational Management; IP Commercialisation; Business and Product Development; Sales and Marketing; Customer Engagement; Stakeholder Engagement; Leadership; Business Planning; Cost Efficiency, Tenancy Management, Early Childhood Education, Hospitality Centre Management, Asset Monetisation
Areas of Interest	Social and political history, road cycling, personal improvements, film and literature, travelling, sail boat, shooting
References	Available upon request



Achievements at UPSI Holdings Sdn Bhd (UHSB) 2019 – 2021

- Generated gross revenue of RM5.8m
- Supervised cost-cutting measures and right-sizing of manpower with 25% reduction overall
- Reduced year-on-year loss during pandemic time
- Created new business streams for UHSB for future-proofing and diversification
- Unlock new business opportunities of current businesses – Hospitality Training Centre Scholar's Suite, and Early Childhood Education (ECE)
- Expand tadika to UiTM Puncak Alam
- Created online UPSI shop to sell university merchandise items



Achievements at MMU Cnergy / Unitele Multimedia Sdn Bhd (UMSB) 2013 – 2019

- Generated gross revenue of RM81 million
- Achieved gross bottom line achievement of RM15 million
- Supervised planning and implementation of multi-million Ringgit projects – SL1M Khazanah Nasional, SL1M TM, 1Gov Unified Communication (1GovUC) Change Management

- Supervised planning and implementation of international projects – Malaysia Technical Corporation Programme (MTCP), Basic Human Needs (BHN) Training Programme, SIMAD OCMS Project, Kanagawa University Preparatory Programme
- Supervised numerous planning and implementation of corporate and government training programmes
- Supervised the creation of Products and Services by MMU Cnergy to the market as part of Non-Academic Revenue generation for Multimedia University
- Managed the monetization plan and execution of MMU assets
- Managed the incorporation of Business Unit (BU) into MMU Cnergy setup
- Managed the incorporation of the MMU Stadium and Swimming Pool facility into MMU Cnergy operations
- Managed the incorporation of Staff Apartment and Guest House units into MMU Cnergy operations in Cyberjaya and Melaka campuses
- Supervised the engagement with strategic corporate and government clients and strategic stakeholders
- Managed the running of MMU Cnergy via compliance to corporate governance and strong business model
- Provide support to Multimedia University via role as Invited Member to numerous MMU Management Committees and sub-Committee

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