

## PROFILE SUMMARY

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Malaysian. Notice: 1 Month

- Seasoned executive with 22+ years of global experience covering program management, digital transformation, business consultancy, delivery and sales in IT, Digital & Telecoms.
- Proven capabilities in successfully delivering business and technology transformation
- Steered millions of cost savings through analytics, governance and improvements.
- Turned around business performance, people, process and technology to realize organization vision to transform and pursue growth.
- Awards: Outstanding Service Support BAT (2019), Maxis Spot Awards (2002 – 2006) IBM Service Excellence (2011 & 2012), Highest Customer Satisfaction Rating (2021)

## EDUCATION

- MBA (merits) Manchester University
- PGDip. Digital Business Columbia University
- Digital audit of ID based Digital Bank Platform
- Enhanced digital platform for SG based Wealth Management B2C digital platform
- Implementing multi sided platforms for Consumer product to reach DIY users directly
- Digital transformation of Indonesia airlines
- Masters Cert Project Management GWU
- BENG Electrical & Electronics UNITEN & IUPUI
- Empower Leadership 9 months program in collaboration with Skillsoft and MIT

## CERTIFICATIONS AND KNOWLEDGE

- Digitization: Stanford Machine Learning & AI, Mathlab ML Onramp, Tableau, IBM Cognos, AWS IoT & Big Data, BT Cloud Analytics, Cognitive & Robotics, Stukent Digital Ad, Google Cloud Machine Learning and Core Infra, INSEAD Introduction to Blockchain Technology
- Transformation: One Voice Cisco, BT API, Workflow, AR & VR, Network SDN & NFV, Omni Channel, 5G, Smart Hub, Servitization
- Security: Proxy, F5, IDS/IPS Secure WiFi, SIEM
- Apps: Ui Path, Trello, JIRA, Confluence, Miro, Azure DevOps, Service Now, Remedy, Cherwell, GCP, AWS, Azure Services
- Telecom: BSS/OSS, VOLTE, 4G, SDN, IMS, M2M
- Certs: PMP, PRINCE 2, ITIL, Agile, CSM, TOGAF, Design Thinking, DevOps, Security etc.

## CORE STRENGTHS

- Business Transformation & Digitization
- C-Level, Partner & Vendor Relations
- Deals Engagement and Solutioning
- Sales and Presale Infra and Software
- Excellent relationship building capabilities
- Empower and engage employees to dedication

## CAREER OBJECTIVE

As a Technology and Business Transformation advocate, I am seeking an executive position to assist Customers in transforming their business with digital solutions and effective implementation. I am results driven in accompanying customers to gain better experience in embracing a successful transformational journey.

## ROLES SUMMARY

**Business Director:** Drive cost consciousness to improve profitability and efficiency. Consulted and contributed to business growth and transformation strategy enterprise wide. Directs strategic key components of the client's IT & Telecoms business Celcom BSS MS, XL Axiata Cloud Transformation, BAT ITX, Maxis IT Transformation, DHL, Noble, DKSH etc.

**Delivery Director:** Build and led complex network delivery. XL's digitization transformation, BAT ITX Cloud and Office365, DHL Supplier Cost Optimization, Celcom BSS/OSS transformation, Maxis Prepaid Upgrade & O&M Transformation, DHL IT APAC ITSM deployment, Noble M&A Network & DKSH ITO, MCMC's T2 Radio Network Implementation

**Head of Business Operations:** Successfully managed country level P&L to achieve delivery and revenue targets. Audited processes and risky contracts to identify remedial. Drive process improvements across operations, sales and technology by implementing best practice and process governance.

**Project Director:** Collaborated with Global tier 1 accounts to deliver transformation program while leveraging BT's ecosystem partners to deploy digitization technology. i.e. agile and virtualized network of the future, SDWAN and Microsoft Azure, Cloudera Data Hub, Pentos's big data analytics, cognitive AR/VR and Automated Workflow. Project directed XL Axiata Cloud Transformation and Maxis ISD O&M Transformation.

**Solutioning:** Deep IT Technology and Telecommunications industry knowledge in Digital, Telecoms (Radio/Transmission/), BSS and OSS, VAS, 4G and 5G (UK EE), IT Infra & Application Road Maps based on eTOM.

**Presale Manager:** Over 20 years relationship with key partners including stakeholders in regional Telcos: Maxis, Celcom, XL, Telekom Malaysia, Time dot Com, U Mobile, Telkomsel, Indosat, Robi, Singtel, Starhub, Telstra, Vodafone, NTT, Bharti, Tata etc., partners Cisco, Oracle, Microsoft, AWS, Checkpoint, Nokia, Huawei, IBM, Accenture, HP, etc.

## PROFESSIONAL EXPERIENCE SUMMARY

Datacom Asia	Head Digital Enterprise	Jun 20 - Present
British Telecoms	Client Business and Delivery Director	Jun 16 - May 20
British Telecoms	Head of Business Operations	Aug 13 - May 16
Huawei	Senior IT Telco Presale Specialist	Aug 12 – Jul 13
IBM	Transformation Program Manager	Apr 09 – Sep 12
DHL	Technology Service Manager	Mar 08 – Mar 09
IFRC	APAC Technology Coordinator	May 06 – Mar 08
Maxis	Senior Engineer	Apr 00 – May 06

## MULTI INDUSTRY EXPERIENCE SUMMARY

- Telco (20Y): Maxis, Huawei, NSN, Celcom, TM, Altel, Redtone and major Telcos in APAC and Partners Oracle, SAP, Cisco, SAS, AWS, Microsoft
- System Integrator (20Y): Technology Consultancy & Professional Services
- FMCG (15Y): BAT, Unilever, DKSH, P & G, Cofco
- Logistics (5Y): DHL & Fedex
- BFSI (10Y): Affin Bank, Kenanga Investment Bank, Maybank
- Oil & Gas (5Y): Shell, Petronas, Emery, Talisman, Murphy
- Government (5Y): MTDC, INTAN, Cyber Security Malaysia, Teraju etc.



## PROFESSIONAL EXPERIENCE DETAILS

### Datacom Asia: Head of Design and Delivery

Jun 20– Present

Growing the regional market to help organizations and businesses move faster forward with the help of technology to create differentiating ways of doing business with the aim of driving growth in new and existing markets. Responsibilities include:

- Accountable across new and existing initiatives engagement, design and delivery
- DR approximately 20 with projects value AUD 5 mil per current year
- Key Account Management, lead business development initiatives in Digital Transformation
- Ensure successful and profitable delivery of client projects and engagement
- Development of Practices and Capabilities and the people within: Agile, SAFe, Scrum, DevOps, RPA, Cognitive etc.
- Build key partnerships and investment priorities to support the growth agenda
- Overseeing the conception, design and delivery of the following initiatives: Cloud computing, Chat Bot, Cognitive Intelligence, RPA UI Path Automation, Agile Adoption and DevOps COE, SAFe for Teams and Leading SAFe, Unified API (APIGEE & MuleSoft build, test and deployment using DevOps pipelines orchestration features, Digital Operations Support L2 and L3, retail and corporate banking digital app, in house digital app with integration with SAP, Customer Service multiple tenant single code frontline and performance review, real time canvas and power BI dashboard reporting etc.

### British Telecoms: Client Business & Delivery Director APAC

Jun 16 – May 20

Accountable to manage sales and delivery of infrastructure, application and technology solutions of the following BT products: Connect (network), Assure (security), Auto/Inbound/Outbound/Genesys (contact center), Collaborate (Conferencing), Compute (cloud), One Voice (GSIP), Intelligence (APM), Edge Computing, Radianz Fintech (cloud based solutions for financial institutions), Connect Payments, One Mobile (collaborative tool for mobile users), cloud security, customer self service solutions and professional services (BT Advise). My role is to primarily manage client relationship, clearly articulating value propositions, generating sales leads and developing technology road maps that are transformational for customers in driving growth outcomes for customers. As client facing director, I own P&L targets and assessed based on growth and profitability, customer satisfaction and service delivery. Clients: BAT, XL Axiata, DHL, Noble, Celcom, Axiata, DKSH, Bank Rakyat, Emery, MBSA, Aegis etc.

#### 1) Account: British American Tobacco (Rev: Approximately GBP 20 m per year)

- Governed Application and Infrastructure managed services for BAT's 200 plus offices and WH in Asia Pacific.
- Implemented South Pac radio network re-design in PNG and Fiji in collaboration with Fijitel, PNG Telikom and Optus.
- Implemented radio access backups for Pakistan and Bangladesh sites in collaboration with Multinet, Bharti, BDC and PDL.
- Implemented BT Connects's Cisco IWAN solution to enable BAT to manage rapid deployment with simple setup
- Collaborated with BAT Australia to implement APAC HR Inbound Contact Centre solution using BT's One Cisco product
- Worked with BAT Global UK to implement BT Cloud Connect ExpressRoute to enable Microsoft Azure connections for BAT
- Supported BAT to launch Office 365 migration including providing professional services for testing and standby support.
- Implemented IP Telephony based on GSIP and Inbound Contact Centre solution for BAT Asia Pac.
- Implemented VR using Dolby technology (BT Collaborate) with pilot site selected Kuala Lumpur, London and Sao Paulo.
- Collaborated with 3<sup>rd</sup> party ISV to implement application to allow file sharing between BAT and their last mile dealers.
- Implemented BT Compute Storage File Fly to enable on demand storage with integration with BT's Cloud of Clouds ecosystem.
- Collaborate with Rackspace and Datapipe to trial hybrid cloud infrastructure for selective applications within BAT ecosystem.

#### 2) Account: DKSH Asia Pacific (Rev: Approximately GBP 5 m per year)

- Governed Application and Infrastructure managed services for DKSH's 30 plus offices and WH in Asia Pacific.
- Implemented omni channel communications leveraging on BT One Collaborate global partnership with Genesys.
- Deployed web/video/audio conferencing with Dolby capabilities to selected DKSH main hubs in APAC.
- Partnered DKSH to test machine learning capabilities in predicting inventory turnover in BT's Digital Technology hub in India.

#### 3) Account: DHL Asia Pacific (Rev: Approximately GBP 20 m per year) and Noble Agri (Rev: Approximately GBP 5 m per year)

- Governed Application and Infrastructure managed services for DHL's 1000 + and Noble's 50 + offices and WH in Asia Pacific.
- Developed API integrations to allow seamless communications between BT's support team and DHL business entities contacts.
- Contributed to BT & DHL collaboration initiative for DHL's IoT and Edge Computing capabilities.
- Tried BT's LoRaWAN and IOT solutions in partnership with Hitachi. Based on BT Redcare's portfolio offerings that provisions alarm signaling devices and services which enable fire, security and more to be monitored over a secure network.
- Employed smart network (NFV/iWAN/SDN) solutions to cater for split network with autonomous control by new companies.
- Collaborated with Darktrace and TrapX to provide visual analytics and anomaly detection for the newly created company.
- Engaged BT's Analytics to work with Noble to extract, load and transform existing data from Noble's DWH.

### British Telecoms: Head of Business Operations Malaysia

Aug 13 – May 16

Accountable to program manage BT Malaysia's overall business operations by ensuring optimum processes, control measurements, service delivery and financial controls are adopted to deliver services to customers in Malaysia. Besides owning and improving key operational and business processes, I was the approval authority on Total Economic Value (cost, benefits, risk, and agility) and owns engagement with customers and vendors with aims of solving complex business and operational constraints to speed up new products and services at scale. Additionally, I was managing premium accounts as Program & Contract Director.

## **1) Account: XL Axiata Indonesia (Rev: Approximately GBP 15m per year)**

- Governed BT's Compute managed services in the capacity of Program Director for Cloud Transformation.
- Some of the key deliverables of the transformation: BT On Premise Private Cloud HCP (Hyper Converged Platform), Cisco Firepower Intrusion Prevention System for Perimeter, BYOD, Managed Cloud DR setup, ID Management enhancement, Application Performance Management using Dynatrace DCRUM APM solution, SDN & NFV Assessment, Microsoft Office 365 setup, BMC Control-M Workload Automation Solution for workload automation, Check Point Virtual Security (Check Point vSEC) deployment and Check Point Management, BT Assure Threat Monitoring (ATM), Tufin Secure Track deployment for full security assessment, secure WIFI access, Unified Communications using Microsoft Lync and Virtual Desktop Solution using Citrix to address the challenges of Stateless End User Computing.

## **2) Account: Celcom Axiata Malaysia (Rev: Approximately GBP 15m per year)**

- Governed BT's Compute managed services in the capacity of Program Director to support Celcom's BSS/OSS transformation.
- Infra Managed services include support Oracle AI platform and Oracle's Exalogic Elastic cloud system for Enterprise Java.
- Collaborated with Celcom, Accenture, EMC and Oracle to provision on demand storage and Exalogic to host resource sensitive
- Collaborated with support functions like HR, Finance, Legal, Regulatory and Procurement to provide strategic leadership.

## **Huawei: Senior Presale Specialist ASEAN and South Pacific**

**Aug 12 – Jul 13**

As presale specialist, I focus on engaging customers (mostly Telco within the region), assessing trends and customers' feedback and offering innovative solutions in the space of IT and Telecoms. My expertise was mostly primed in the space of IT managed services, Digital Terrestrial TV (worked on a joint bid with Altel which was eventually awarded by the Malaysian government for my Freeview TV), Cloud adoption strategy, BSS/OSS stack, CRM, Value Added Services such as prepaid, rewards and tariffing, convergent billing and Next Generation Radio Access Technologies. In this role, I successfully established a credible relationship with the following clients: Axiata (Celcom/Robi/XL), Telkomsel, Indosat, Maxis, Star Hub, 3UK, Red Tone, Vodafone etc.

## **IBM: Program Manager (Projects and Commercial)**

**Apr 09 – Jul 12**

I was hired by IBM to program manage the Transition and Transformation of Maxis Communications, focusing mainly in migrating Maxis legacy IT estate to best practices IT estate while actively involved in managing transformational projects such as prepaid platform upgrades, Service Delivery Platform rollout and supporting business transformation projects on Convergent Billing, Business Intelligence and Service Orientated Architecture (SOA). Key deliverables are outlined below:

- Commercial: Managed key business visibility and analyses, information and insight into the business including program dashboard, renewal portfolio, total contract value, new versus renewal business, win-loss analysis and business potential.
- Infrastructure Transformation: Supervised a team of 6 Project Managers with accountability to deliver projects on time and on schedule. Key deliverables include Call Center Transformation, Dynamic Voice Mail, Miss Call Notification & MyEbill email
- Application Transformation: Program managed prepaid charging upgrade impacting 50 plus legacy IT applications with MYR 12 mil budget and more than 100 FTEs: service delivery platform, provisioning, mediation, reloads, charging, billing, tariff, CRM.
- Infrastructure Operations and Maintenance (O&M) Transition and Transformation:
  - End to End IT management: ISec based ID management, patch deployment and health check
  - Server, Storage & DB consolidation: Implement VMware virtualization and high HA, SVC for storage
  - Process Automation: Cross functional automation & simplification with integration to asset and monitoring tools
  - Application Rationalization: Produce blueprint based on eTOM & TAM frameworks
  - Database Consolidation: SQL and Oracle multiple instances consolidation, standardization and virtualization
  - Security Transformation: Producing Telco IT Security Assessment I.e. Intrusion Detection & Prevention system
  - Define E2E tools, architecture, design processes and methods required to support end-to-end IT transformation

## **DHL: Regional Program Manager based Singapore**

**Mar 08 – Mar 09**

I joined DHL Asia Pacific based in Singapore as part of the new Regional IT and Telecoms Service Transformation team to program manage the transformation of IT Service Management and optimize operational cost. Key deliverables are outlined below:

- Apply holistic understanding of all data center functions (production operations, change control, DR/Business recovery, helpdesk, systems management, and facilities) to plan a consolidated relocation approach
- Relocated existing DHL services hosted in Singapore Computer Systems (SCS) Data Center to ITSC AP Cyberjaya.
- Own, devise and delivered smooth ITSM transition of first level support to a centralized service desk in Malaysia.

## **International Federation of Red Cross and Red Crescent: APAC Zone ICT Coordinator**

**Feb 06 – Feb 08**

- Create and develop IT and Telecom strategies for Asia Pacific region including identifying the required resources
- IT and Telecommunications VHF/HF setup, assessment and improvements for field offices in Beijing, Fiji, PNG, India, Philippines, Timor Leste, DPRK, Malaysia, Cambodia, Vietnam, Laos, Thailand, Indonesia, Nepal and Afghanistan

## **Maxis (Radio & Fixed Network): Senior Engineer**

**Apr 00 – Jun 06**

- Senior Engineer GSM T2 MCMC Radio Network Planning (2005-2006)
- Senior Engineer Transmission Network Design and Implementation (2004)
- Engineer Satellite Network Engineering (2000-2004)