

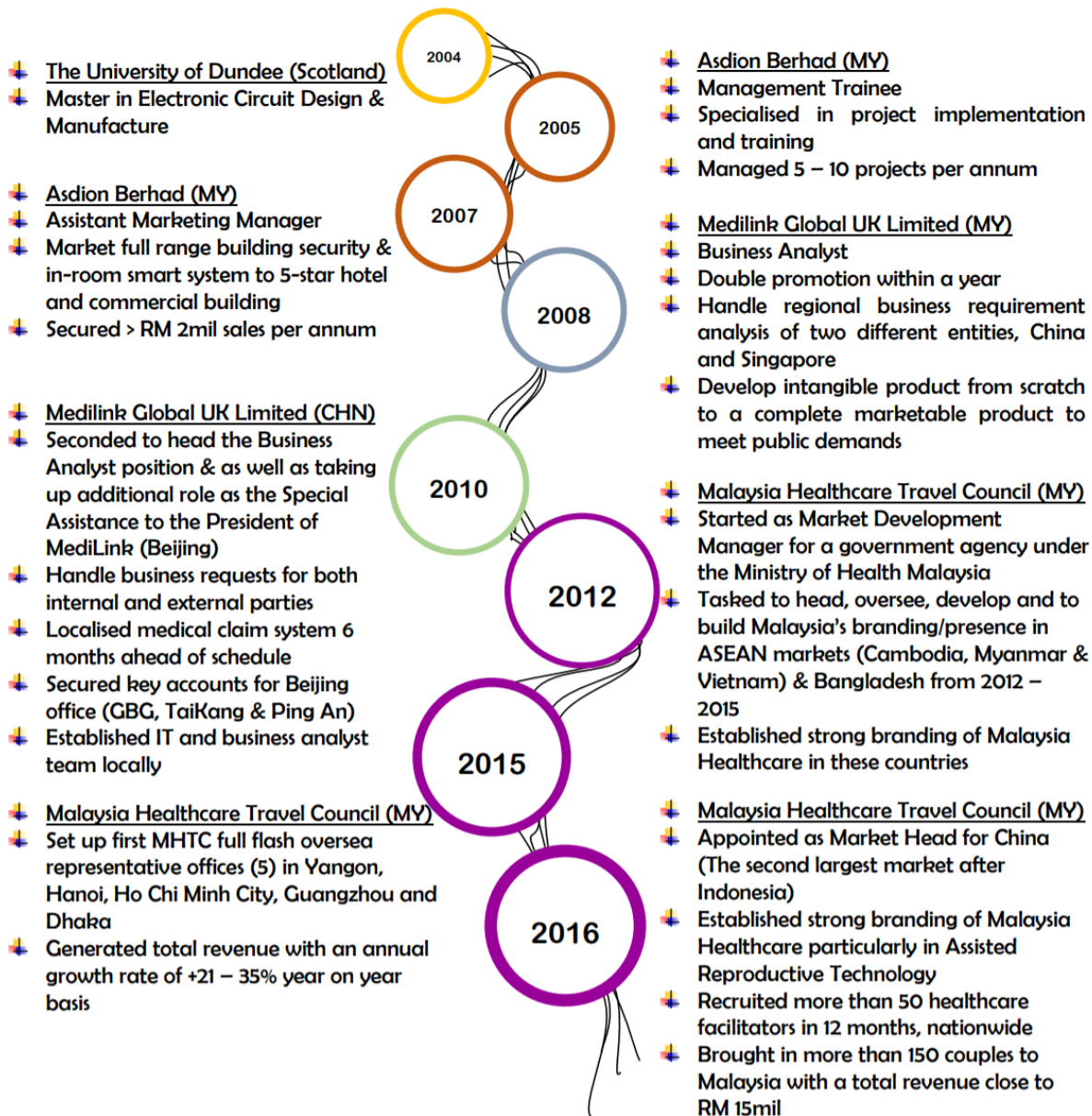
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 Selangor Darul Ehsan,
 Batu Caves, Malaysia
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 Email: mhgooi79@gmail.com



PERSONAL PROFILE

Full Name: GOOI Meng Heng
Sex: Male
Marital Status: Married
Qualification: Master in Electronic Circuit Design & Manufacture

Career and Milestone



2018 - 2020

Malaysia Healthcare Travel Council (MY)

Head of Marketing

- ❖ Responsible for expanding key market shares in Indonesia, China and Indo-China.
- ❖ Strengthen the collaboration with strategic partners in key markets.
- ❖ Established Malaysia as the preferred destination for medical tourism
- ❖ Trained and coached lower managers and staff
- ❖ Managed regional offices & business operations across Indonesia, Myanmar & Vietnam

March 2020 – May 2022

AirAsia

Head of airasia Health

- ❖ Built the digital healthcare (airasia Health) platform in ASEAN by 2025
- ❖ Established airasia Health as a new business unit for AirAsia focusing on international markets
- ❖ Responsible for overall airasia Health business unit and establishing strategic partnerships with key market leaders in the industry
- ❖ Developed and implemented growth strategies to drive sales and revenue
- ❖ Developed new products and services for ASEAN markets
- ❖ Managing budget and overseeing overall business P&L
- ❖ Overseeing daily business operations
- ❖ To hire, train and coach lower managers and staff regionally

June 2022 - Current

UEM Edgenta Healthcare Support Services

Head of Digital Healthcare Business

- ❖ Lead Edgenta Healthcare Support Services division's digital transformation across Clinical & Non-Clinical businesses by 2025
- ❖ Accountable for delivering commercial P&L goals and other performance objectives & financial KPIs
- ❖ Develop, implement and monitor Digital Healthcare Business regional GTM strategy
- ❖ Provide technical supports to Clinical and Non-Clinical units on digital transformation roadmap that transform business operational excellence
- ❖ Direct management of the Sales, Account Management, Business Development and Operational teams for Digital Healthcare Business
- ❖ Innovate and enhance new businesses leveraging on latest technology from POC to business incubation and commercialisation

OTHER INFORMATION

Outside of a professional environment, I have keen interest in learning different cultures. To complement this, I enjoy travelling and can speak fluently in English, Bahasa Malaysia, Mandarin and Cantonese. I also enjoy acquiring and equipping myself with the knowledge in the latest electronics in technology.

- *Hold full driving licence**
- *Hold No Criminal Record**

ADDITIONAL REFERENCES AVAILABLE UPON REQUEST

Availability : 3 months' notice



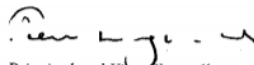
The University of Dundee

In exercise of powers granted by Royal Charter and with the authority of the Senatus Academicus the University has conferred the Degree of Master of Science

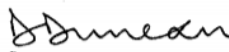
in ELECTRONIC CIRCUIT DESIGN AND MANUFACTURE
upon MENG HENG GOOI

*In witness whereof the
Common Seal of the University
is affixed hereto*

13 October 2004


Principal and Vice-Chancellor
Michael C. Davies

Dean


Secretary

Master in Electronics graduate, with solid qualifications and comprehensive skill-set, underpinned by work experience in pressurised environments whereby self-motivation and a positive response to pressure are essential. A committed team player with leadership ability, who has gained vast experience in Germany, Italy, China and the UK; willing to assimilate and apply new work procedures; familiar and equipped with knowledge of China, Cambodia, Vietnam Myanmar, and Bangladesh healthcare industries.