



## CONTACT

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## EDUCATION

**Universiti Kebangsaan  
Malaysia**  
1997-2000

**Degree in Information  
Technology**  
Bangi, Malaysia

## SKILLS

// **Professional**  
Digital Transformation  
E-commerce  
Automation  
Digital Marketing  
Facebook Ads  
Google Ads  
Email Marketing  
Project Management

// **Technical**  
Microsoft Office  
Adobe Premier  
PHP  
MySQL  
Power BI

# Ts. GANEEMATHULLAH

IT, Digital Transformation, RPA, Web, E-commerce,  
Digital marketing

Passionate in technology, applications and digital. Over 22 years of experience in the IT field including digital transformation, e-commerce, digital marketing, project management and web development.

Featured in Astro Awani technology segment on Cloud Computing.

## WORK EXPERIENCE

### Hong Leong MSIG Takaful Bhd/ Head of Digital Transformation

March 2022 till now

A senior management role with responsible for all IT and digital related matters within the organization including IT network, hardware deployment and IT projects. Manage a team of 20 staff comprises of PMO, Business Analysts and IT Graduates in various department and managing over 35 concurrent projects. Sits in EXCO board, part of the management team and reports directly to CEO.

#### Accomplishment

- **Revamp Digital PMO department** and introduce IT project management processes in the organization for better project management tracking and reporting.
- **Revamp** and strengthen the **IT hardware requisition process**.
- **Deployed 4 projects within 2 months** which was not progressing with better project management monitoring and execution.
- Resolved network connectivity issue post manpower shift to new location within 2 weeks.
- Introduced **IT annual portfolio planning**.
- Involved with **RPA deployment** within Finance department.
- Developed **customer journey mapping** for direct, agency and affinity business to identify gaps and improvement.

#### Upcoming

- Migration from **Microsoft Exchange to Google Workspace**
- Revamp of corporate website and direct online business website
- Deployment of chatbot

### Sime Darby Industrial Sdn Bhd/ Head of Digital Sales & ISR

From October 2020 till February 2022

Re-designated to head digital sales team to manage all digital assets with sales revenue such as website, e-commerce platform, customer portal and social media.

#### Accomplishment

- Achieved above KPI sales target of **RM 7.6 million** sales via online platforms.
- Achieved over **RM 22 million** of online e-commerce sales
- Launched over 36 online campaigns with revenue of **RM 1.8 million** of sales.
- Generated traffic of 600,000 user session towards the corporate website.
- Generated over 1,140 leads form submission via online platform.

## LANGUAGES

### // Bahasa Melayu

Fluent in speaking & writing

### // English

Fluent in speaking & writing

## SOFT SKILLS

- Leadership
- Project Management
- Presentation
- Public Speaking
- Problem Resolution

## HOBBIES

- Gardening
- Creating Videos
- Martial Art
- Reading Books
- Surfing Web

## LEADERSHIP STYLE

- Transformative
- Authoritative
- People Person

## Sime Darby Industrial Sdn Bhd/ Head of Digital

From April 2018 till September 2020

Heads the digital department for Sime Darby Industrials. Oversees all **digital implementation** and **e-commerce** strategy for CAT and Allied brands. This includes launching a Malaysia first e-commerce platform for heavy equipment industries. Also managing another e-commerce portal which is Caterpillar based platform.

Working with business units to implement **digital transformation** strategies which includes deploying over 400 tablets and mobile application for technicians nationwide. Transform customer service from email to **Zendesk ticketing system** for better customer management. Launched a new **customer portal** for customers to view invoices, machine status, location, machine reading and host of other features and a widget-based employee portal.

Development of **digital sales kit** for field salesman. Involved in digitalisation manual forms into **digital forms** for cloud processing by respective business units PIC.

Implementation of **Robotic Automation Process** in several department to automation repetitive human process which translate into cost saving and better efficiency.

Part of the team for the organization major business transformation project in which responsible to develop a new marketing driven website using **Sitecore** technology and building an omnichannel approach solution using Twilio Flex for customer care centre agents.

### Accomplishment

- Digital transformation of manpower savings of over RM 35k post 6 months after implementation
- Customer service ticketing system with over 150 tickets and leads management tracking
- Digital marketing paid ads with Google and Facebook Ads which netted over RM 1,000,000 in sales.
- Implement various email marketing, WhatsApp, SMS and paid digital marketing campaign to generate leads for business units.
- Implementation of corporate website with enterprise level CMS - Sitecore platform in 3 months with sales generated close to RM 1,000,000 since launch.

## Ganee Digital Services/ Founder

From Aug 2015 till Mar 2018

Focused on web development projects for SME market where development was focused on using WordPress platform and PHP.

Developed websites for client like Serai, Habib Jewels and many more small businesses.

Apart from development, I focused on online business utilizing WooCommerce platform. Here my primary role on digital marketing and using paid platforms like Facebook Ads and Google AdWords. Also continue building and leveraging on non-paid avenue such as content marketing and YouTube videos.

Laser focused for the past 2 years to grow my digital marketing skills with real life experience. Seeing success with all this digital marketing effort and successfully built a 6-figure online store.

## FAVOURITE QUOTE

*"Whatever the mind can conceive  
and believe the mind can achieve"*  
– Napoleon Hill

## LINKEDIN PROFILE

*Scan the QR code below to view  
my LinkedIn profile.*



### **World Scouts Bureau/** Director, Digital Engagement

From July 2014 till Aug 2015

Manage scout.org website and communications of all social media platform on Scouting. Role includes communication and working with various global teams across the world.

### **Press 9/** Founder

From Feb 2012 till June 2014

Founded and managed a web development company based on WordPress technology

### **ITrain/** Head of Social Media

From Oct 2011 till Feb 2012

Trainer on social media topics. Worked with Google Malaysia on several training projects such as GMBO and GIBO.

### **Digital Five/** AVP Product Manager

From Dec 2010 till Sept 2011

Product Manager of a content management system called Byldr. Role include product development and liaison with developers based in Australia.

### **Astro/** AVP Online Product & Services

From Nov 2009 till Dec 2010

Platform owner of astro.com.my and responsible for development and monetization. Experience revamping astro.com.my to a self-servicing platform, application development of live video streaming of World Cup 2010 with embedded app and setting up 24x7 online support center.

### **Green Cube Solution Sdn Bhd/** Founder

From Mar 2008 till Nov 2009

Founder of a custom web development company. Various technical project for clients such as Mydin, Green Packet and Maybank.

### **LAVA Systems Sdn Bhd/** COO

From Jan 2006 till Feb 2008

Managing the company's day-to-day running operations and web development projects for state government and local councils.

## **Netinfinium Sdn Bhd/ Technical Manager**

From Jan 2003 till Dec 2006

Overseeing the whole technical team comprising a creative and developer department. My scope involves leading the team and managing my company's resources and manpower.

## **Dialog Group Bhd/ IT Analyst**

From Jan 2003 till Aug 2003

As lead developer for internal procurement system and tender management system.

## **Lelong.my/ Software Application Consultant**

From May 2000 till Jan 2003

Involved in developing e-commerce websites and handling other 3rd party internet-based projects. I was also involved in maintaining content-based management software.

## **REFERENCES**

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### **Michael D'Oliverio**

Phone: +65 8798 9955

Email: Michael.doliverio@gmail.com

Company: Dexecure

Relationship: Ex-colleague in Astro

## **CERTIFICATES**

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### **Professional Technologist**

//Malaysia Board of Technologists

### **Certified E-Commerce Marketing Specialist**

//DigitalMarketer.com

### **Certified Facebook Ads Profit Maximizer Bootcamp 2.0 Specialist**

//JH Media LCC

### **Google AdWords Professional**

//Google Inc

### **Premier Pro Essential Training**

//Lynda.com