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PERSONAL BACKGROUND

Full Name	Chris Hii Chee Feen
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Correspond Address	A-8-3, Pangsapuri Seri Pinang, Jalan BS 3/1, Taman Bukit Serdang, Seksyen 1, 43300 Seri Kembangan, Selangor.
Permanent Address	As Above
D.O.B / Age	22-09-1976 / 39
Gender	Female
Marital Status	Married
Nationality	Malaysian
Health	Excellence
Language	Mandarin /English / Malays – Proficient Local dialects (Hokkien, Cantonese)

EDUCATION BACKGROUND

1983 – 1988	SRJK (C) Kung Yu, Muar
1989 – 1992	Sekolah Menengah Tengku Temenggong Ahmad, Muar
1993 – 1994	Sekolah Menengah Notre Dame Convent, Melaka
1995 – 1996	Sekolah Menengah St. Francis, Melaka
1997 – 2000	Universiti Putra Malaysia (Bac. Economics)

SCHOOL ACTIVITIES

- Leader of Public Communication (Rovers)
- Six Form Motivation Course (Malacca State)
- School Prefect
- Represent school in Youth Forum (Malacca State)
- Sign Language Performance in S.M. Pay Fong, Malacca (Handicap School)
- Represent college in Taiji & Kung Fu presentation, UPM
- Represent college in Wushu and Dance Demostration, UPM
- UPM Committee Leader of 2nd Malaysian Chinese Culture
- UPM Champion in Cultural Competition During Orientation Week
- An Active Member of Chinese Language Society, Interact Club and
- Malay Society, Secondary school

**WORKING
EXPERIENCE**

**June 2011 to Current
RHB Insurance Berhad**

**Head - Group Employee Business & Customer Service
(Mid March 2013 to current)**

Job Description

a) Group Employee Business

- To plan and strategize on selling RHB Insurance products to RHB group employee
- To ensure group staff insurance benefit is well taken of
- Running campaign, conducting briefing, initiatives, advertisement, insurance booth and promotion on RHB insurance to group employee
- Reporting and analysis on group employee business
- Monitoring RHB group employee business nationwide
- Business growing by more than RM3 millions (58%) within 9 months after the department set up
- Best performance business unit in RHB Insurance since the department set up
- Product development for RHB Banking group staff
- RHB Insurance person in charge for publication in RHB Bulletin

b) Customer Service

- To ensure all areas of Customer Service operation is running smoothly. i.e Front counter, Inbound and email
- To ensure all complaints and inquiry are attended within the turn around time
- To coordinate with respective department and channel for any necessary further action

c) Bancassurance

- Managing Bancassurance central region general insurance business
- Conducting technical and system training to RHB Bank sales force
- To ensure Bancassurance within servicing area is achieving the target
- Work together with Head of Banca in campaign promotion

d) RHB EASY

- Managing RHB Easy outlet for central region
- Conducting technical and system training to RHB Easy outlet

e) RHB Webpage

- Champion on RHB webpage creator for insurance section
- Conducting UAT for new webpage
- Handling direct customer inquiry through through RHB Webpage

f) Customer Relationship Management (CRM)

- Person in charge for CRM project for RHB Insurance Agency division
- To design UAT training content and arranging for UAT program
- Certified International Software Tester

g) Employee Engagement

- Champion for RHB Insurance yearly Employee Engagement Survey
 - Analyze the employee Engagement survey result
 - Conducting review of the survey result to all employee
 - Collecting feedback from staff on their expectation about the company
 - Implement necessary action plan in order to improve the employee engagement
- Chair person for RHB Insurance Employee Engagement event which has successfully improve the Employee Engagement result
- Created slogan 'Winning Together' tagline to enhance team spiritual.
- To ensure all communications reach the employee in all levels

**Branch Manager – Kajang
(June 2011 to March 2013)**

- **Growing the branch production from RM 17M to RM 22M**
- **Branch management.**
 - Growing branch business to achieve target set by company
 - Credit control management
 - Agency recruitment, (from 70 agents to 111 agents)
 - Servicing insurance agents, brokers and direct corporate
 - Branch operations for policy issuance, claims and account
 - Arranging agency activities for central region
 - Underwriting risk within branch authority
 - Arrangement for CPD training
 - Reporting and managing staff

Oct 2010 to June 2011
Multi-Purpose Insurans Berhad

Underwriting Manager – Commercial Lines

Job Description

Underwriting

- Managing underwriting unit for source of business from Agency, Corporate agency, Direct business, Bancassurance, Multipurpose group and Air Asia telemarketing
- Ensure policy processing is meeting company service level agreement
- Determination of risk retention for ensuring company always at the best net premium written (NWP)
- Joint field work with marketing team
- Reporting to scheme manager for LSR
- Class of insurance: fire and miscellaneous classes
- Underwriting authority: RM300 millions for fire and RM500K for miscellaneous class

Risk Review Committee (RRC)

- Preparation of meeting minutes for RRC meeting on fortnightly basis
- Presentation for new scheme, acceptance of decline risk and new product development in RRC meeting for purpose of seeking RRC approval

Product Development

- Key person for new product development in the company
- Products developed including:-
 - i. Event Cancellation insurance
 - ii. Event Personal Accident
 - iii. Cancer Insurance
 - iv. Alliance Bank Platinum Card Purchase Protection
- In the midst of developing:-
 - i. Travel Insurance
 - ii. Commercial package

Scheme Business Development

- Key person for scheme business development
- Project on going:-
 - i. New foreign worker scheme
 - ii. Kiddytrack Personal Accident Insurance

System Development

- Committe for new system development
- Conducting of UAT
- Training for staffs on new system usage

Sept 2009 to Oct 2010

ACE Synergy Insurance

Small Medium Enterprise (SME) Manager**Job Description****Head of SME Department**

- Strategic planning for department direction and ensure department target is achieved
- Managing department profit and loss ratio
- To implement new project as agreed at management level
- Branches visitation
- Supervise staffs work performance
- Building up team work spirit

Underwriting

- Property and Liability underwriting including Fire, Burglary, Fire Consequential Loss, Money, Plate glass, Good In Transit, Group Personal Accident, Fidelity Guarantee, Machinery Breakdown, All Risk, Public Liability, Employer's Liability and Workmen Compensation
- To ensure no breaching of Bank Negara compliance and PIAM guideline
- Managing branches for SME business
- Quarterly Peer Review for various department

Marketing

- Servicing insurance brokers and agents
- Risk survey
- To ensure yearly department target at 345% growth is achieved
- To promote department products and system to all producers
- Forming SME focus group
- Building up good relationship with producers
- Business opportunity with SMI Association, National SME Council, Malaysian Premium and Gifts Entrepreneur Association and others

Training

- To conduct agency training
- To conduct product launching to all branches agents and brokers
- To develop training module for agency training
- To develop presentation slide for SMI Association event

Product Development

- Key person as product owner for development of e'placement web based system
- To conduct system testing
- Creation of all schedule templates for e'placement system
- To conduct system enhancement
- Pricing and underwriting for new product development

Documentations review

- To review all documentation inclusive of policy wording, forms and ensure no breaching of internal and external guidelines and compliance

June 2008 to Sept 2009

Overseas Assurance Corporation (Malaysia) Berhad

Agency Training Manager

Job Description

- To coordinate, facilitate and conduct various structure and non-structure trainings to agency force for all branches
- To develop and review training materials and modules in line with company direction
- To prepare and planning of Annual Training Plan
- To gather training support from internal staffs and external profession whenever is necessary
- To conduct Training Needs Analysis
- To evaluate effectiveness of the learning activities and ensure the learning objectives are met
- To lead and develop the training department
- To participate actively in any company event as leader and speaker. i.e seminar, product launching, sales campaign
- Product and Pricing leader in repacking the exisiting insurance product
- To conduct train the trainer workshop for internal staff

Since 2nd January 2002 to May 2008
AIG General Insurance (Malaysia) Berhad

Senior Underwriter

Job Description:

1. Underwriting (Property and Liability)

- Property and Casualty underwriting (Fire, Burglary, Robbery, Money, Plate Glass, Public Liability, Comprehensive General Liability, Product Liability, Workmen Compensation, Employer Liability)
- Dealing with brokers, agents, reinsurance and regional office on all new and renewal cases
- Quotation preparation
- Broking visiting
- Answering Inquiry
- Post Loss Audit for major loss policy

2. Marketing (Bancassurance & Corporate)

- Servicing corporate accounts
- Research in new distribution channel
- Participation as committee in Agency night celebration
- Servicing of financial institution to achieve sale target
- Maintain and build relationship with business partners

3. Product Knowledge Training

- Conduct various product knowledge trainings to agent
- Conduct in-house training to company employees
- Product knowledge briefing to new employees during new intake orientation
- To develop and prepare training materials

4. Product Development

- Design new package product
- Repackage existing product
- Market research and development
- New Product Launching

5. Portfolio Analyst

- Monthly Profit Center Portfolio Analysis Report
- Calculation on profit center loss ratio on weekly basis.
- Yearly and 5 years plan Budget Preparation
- Analysis current market intelligent

6. Management and Regional Reporting

- Preparation of monthly flash report
- Regional and management reporting whenever is required

7. Portfolio database system design

- Involve in Portfolio database system for local model.

May 2000 – Dec 2001

Great Eastern Life Assurance (M) Berhad.

Headquarter, Kuala Lumpur, Malaysia.

Underwriting Executive

Job Description

Bancassurance Underwriting

- Bancassurance (Life Underwriting)
- Provide prompt mortgage loan customers with best underwriting and new business processing services
- Correct and prompt assessment of the risk and rating according to the rating guides given
- Good filing system for legal aspect study purposes
- Implement new scheme in Mortgage insurance process
- Self-improvement for better underwriting by underwriting manual reading
- Supervise clerk's doing mortgage processing
- Multiple Benefits Scheme (MBS) Underwriting
- Check the clerk's data entry in computer system with a target-around time of 24 hours for "clean cases"
- Doing system testing for new products
- Doing closing during month end
- Handling enquiries from clients

Account

- Doing Accounting jobs for Mortgage Insurance Scheme
- Collect payment from banks or policy holders
- Commission calculation for getting business from the banks
- Payment refunded for those unavailable policies
- Collecting of short payment
- Supervise staffs doing account processing
- Doing closing during month end

Current Salary RM9,660/mth

Allowance Season parking RM100/mth
 Handphone RM160/mth
 Car Maintanance RM3,600/year

Resignation notice 1 month