



Curriculum Vitae

SARA QUEK YEAN NEE

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PROFESSIONAL BACKGROUND

A seasoned insurance executive, with *Hannover Reinsurance, ACR Retakaful Berhad, BEST RE Family (L) Limited and ETIQA*, with more than 13 years of proven record of accomplishment in Sales, Marketing and Strategic Business development with particular strengths in penetrating new markets in the Asian region in insurance industry. As Head of Personal Lines, have extensive exposure with regional and multi-national insurance companies.

PERSONAL STRENGTHS

- Familiar with the ASEAN Region; with special focus in Personal Lines portfolio and government programs and regulations.
- Through knowledge of Asia & South Asia's Economics, Culture and Business practices.
- Strong network of insurance partners and executives in the region with direct access to high level executives and government officials.
- Have background in ICT (Information and Telecommunication Technology) with emphasis in telecommunications programs and features as it relates to mobile application.
- Established reputation in the Insurance and Reinsurance arena with affiliation and relationships with major Malaysian, Indonesian, Thailand and other insurance companies in Asia & South Asia.
- Contract negotiation skills with international experience at government and business level
- Detail oriented as required for decision making
- Have established business relationship with major Labor Working Groups and Cooperatives in Indonesia.

ACADEMICAL BACKGROUND

- ❑ **Bachelor of Social Science (Hons.)**, Major in Economics, (1996-2000)
- ❑ **Minor in Marketing and Statistical Analysis**
- ❑ **High School**, Sekolah Menengah Hamzah, 18500 Machang, Kelantan

WORK EXPERIENCE

Oct 2013 – Present

Hannover Reinsurance, Head of Personal Lines, Asia Pacific & South Asia Region

Accomplishment:

- i. Designed the tactical plans for all Personal Lines, in alignment with the approved Strategy. Including business plan, budget, tactical execution plans, and making relevant recommendations to the CEO for approval.
- ii. Forged distribution partnerships with cedants, brokers and partners with large customer data bases (banks and financial institutions, telecommunication companies, airlines, utility service providers, mega retailers, etc).
- iii. Set targets and KPIs for the Personal Lines team, as well as for cedants, brokers and partners.
- iv. Designing, reviewing, adjusting, and complying with all Personal Lines business processes.
- v. Develop strategies to monitor competitors' strategies, offerings and actions and made recommendations for competitive positioning.
- vi. Developed the SOP and web based communication platform between the Personal Lines department and other departments (actuarial, legal (especially for the finalization of contracts), compliance, underwriting, finance, Shariah and others on matters related to pricing and product development).
- vii. Developed and implemented new concept of pre-funding to motivate and create value proposition for strategic partners.

Feb 2013 – Sept 2013

ACR Retakaful Berhad, Head Of Personal Lines, Asia Pacific & MENA Region

Accomplishments

- i. Successfully developed the Personal Lines business for the Asia Pacific Region and increasing Sales from RM0 to RM70 million. This was done in record time and with minimum investment cost.
- ii. Revamped the existing departmental structure and introduced a new business process that increased sales productivity by 100% and introducing claim efficiency less than 40 % by introducing new IT systems.

2nd February 2007 – Jan 2013

BEST RE Family (L) Limited, Regional Head Of Business Development, Far East Region (Asia Pacific except Japan)

Accomplishments:

- i. Introduced the company to the Indonesian marketplace and become a dominant player in the first year of operation.
- ii. Established a wide network of partners ranging from large private insurance.
- iii. Increased sales from USD0 to USD27.3 million and got promoted as the most "Productive" agent in the company.
- iv. Managed to reduce marketing and operation coast, without establishing local presence and compromising service level.

- v. To have overall responsibility for the Company's business development activities, with the primary objective of supporting the Company's target of growing its fund size under management. Key duties will include:
- Formulating detailed marketing strategy for the Company and overseeing its implementation
 - Establishing and developing an effective network to expand business opportunities and services
 - Originating and coordinating the Company's product development efforts, including liaising with regulators/authorities and counterparties
 - Initiating and developing contacts with potential investment partners
 - Planning and coordinating initiatives to enhance relationship with existing clients

1st November 2006 – 31st January 2007

Mayban Fortis (MNI has acquired by Mayban Fortis, Head of Business Development (3rd Party Bancassurance)

Accomplishments:

i) *Sales & Marketing:*

- *Plan & develop business proposal to 3rd party banca partners on agreement for strategic partnership*
- *To manage and value the business partnership that currently working with by improving service level and introduce new products range*
- *Develop effective sales promotion campaign*
- *Responsible for target achievement for conventional & takaful 3rd party bancassurance*
- *Business Development with bank partners in Insurance based product, Life & General*

15th January 2003 – 31st October 2006

Malaysia National Insurance Berhad, Head Of Bancassurance & Worksite Marketing

Accomplishments:

- *Develop, coordinate, execute and monitor effective sales promotion programs for sales force.*
- *Implement sales promotion to budget.*
- *Assist in press release development and general Bancassurance public relations.*
- *Business Development with Strategic Business Partners in Insurance Based Products.*

5th November 1990 - 14th April 2002

Celcom (Malaysia) Berhad, Senior Executive Consumer Marketing (HQ)

ACCOMPLISHMENTS

<i>Written Group PA in Thailand in 1st week in Hannover Re with USD8 million premium income</i>
<i>Increase the PA Quota Shares with Deves, Thailand to 40% from 15%</i>
<i>Managed to develop Student PA with local insurance companies in Thailand with premium NET to Hannover Re RM25 million</i>
<i>Managed to launch Senior PA with Hong Leong MISG Takaful May 2014 in ACRR</i>
<i>Successfully achieved 2012 yearly target of USD20 million, total premium collected is USD27.3 million. A total increased of 57% from year before</i>
<i>Successfully achieved 2011 yearly target of USD15 million, total premium collected is USD17.4 million. A total increased of 76% from year before</i>
<i>Successfully increased of 46% Retakaful premium production from 2009 in 2010 to USD 9.9 million</i>
<i>Successfully increased of 23% Retakaful premium production from 2008 in 2009 to USD6.8 million</i>
<i>Successfully in managing & setting up the Family Retakaful Office in Far East Region and securing Family business up to USD5.5 million in 2008.</i>
<i>Successful in securing the 1st business placement of approximately USD700,000 for Family Business of Family Retakaful within first 3 months in BESTRE Family Retakaful.</i>
<i>Co-established Family Retakaful Office in Kuala Lumpur and set up all the processes to run the office accordingly</i>
<i>Successful in increasing sales & collected premium to RM1.4 billion in one calendar year for MNI in 2005. Bring MNI in ranking to top 5 for Life Insurance Business through Bancassurance business unit. Company growth, 60% of total premium is contributed from Bancassurance Business Unit</i>
<i>Successful implementation of Pilot launches for OCBC Bancassurance Program generating immediate sales & collected premium for the company in regular premium products up to RM4 million in 5 months. Initiated incentive program to the sales force. (March 2003)</i>
<i>Initiated the planning and successful implementation of a new program with Affin bank to re launch the bancassurance business and implementing new incentives to the sales force. Successfully generated RM1 million premiums collected in year 2004.</i>
<i>Involved in the development of the product called 'My Family' which is the 1st Program launched in November 2001 for Family Market, Consumer Market which registered the highest sales among the packages in consumer market.</i>
<i>Involved in the successful implementation of Integrated Customer Care System Project – As Assistant Project Manager, coordinator and trainer for Corporate Sales Department in March 2000 until July 2001.</i>
<i>Established a guideline for Dealer's Incentive Program for Eastern Region office to adhere. This program was successfully launched and the dealers accepted it with great satisfaction. The program was launched in February 1999.</i>
<i>PREFERRED CORPORATE CUSTOMER was a pilot project launched for Celcom corporate customers. The program was successfully launched in August 1998. Eastern Region has increased the sales of corporate customer to 30%</i>
<i>Formulate a program called 'Hello Telemanager' with Celcom Multimedia. The program achievement was above expectation which is has increased 7% of total usage after the program (1st June – 31st October 1998)</i>
<i>Able to achieve the yearly target in 1998 for new registration for corporate market and this was the 1st achievement in history for Eastern Region.</i>
<i>Responsible for getting Diamond Puteri Hotel to subscribe to Celcom fixed line in 7th October 1997.</i>
<i>Project Manager responsible for the opening of Rantau Panjang Service Center on 21st April 1997. The sales volume is above RM1 million in 1st month.</i>

<i>Responsible for getting Kelantan State Economic Development Corporation to subscribe to Celcom Fixed Line in 17th March 1997.</i>
<i>Responsible for getting D' arcadian Plaza to subscribe to Celcom Fixed Line in 25th January 1997.</i>
<i>Project Manager for Joint Exhibition with Local State Government (UPEN). Celcom has received recognition as the BEST booth in the exhibition and this has also increased sales revenue for Celcom Kota Bharu. (September 1994).</i>
<i>Trunk Radio sales has increased above target in 1994 and 1995. This communication tool began to be popular among the Local Government Departments.</i>
<i>Kelantan Water (M) Sdn Bhd was the 1st corporate customer that subscribed to Celcom Fixed Line in September 1995.</i>
<i>Project Manager for 1st ART 900 exhibition in Rantau Panjang, Kelantan in May 1991 and responsible for the sales increment to 200%.</i>

REFERENCE

Available upon request

PERSONAL DATA

Date of Birth : 15th September, 1969
Civil Status : Married with 3 children
Languages :
 (1) Speak fluent Chinese (Mandarin, Cantonese, Hokkien)
 (2) Fluency in English (oral and written)
 (3) Conversational Thai,
 (4) Conversational Bahasa Indonesia

Hobbies : Reading and swimming