

26^h July 2015

Sin Li Choo
B5-5, Menara Indah,
Jalan 9, Taman TAR,
Ampang Jaya ,
68000 Selangor.

Dear Sir / Madam,

RE: Application for the Position of Head of Affinity Partnership, Bancassurance

I wish to apply for the position of **Head of Affinity Partnership, Bancassurance Department**.

I am a graduate in business studies from Charles Sturt University, Australia and hold a diploma in Mass Communication from Tunku Abdul Rahman College. Besides, I have attended few professional courses in insurance industry, such as FLMI under LOMA (Life Office Management Association, US), Syariah RFP under MFPC (Malaysia Financial Planning Council).

Upon graduation in 1998, I entered the communications industry in the field of journalism with **Nanyang Siang Pau Sdn Bhd**. Subsequently, I joined the insurance industry and presently attached to – **Overseas Assurance Corporation (Malaysia) Berhad**, as Head of Bancassurance. I am primarily responsible for the sales and marketing of various general insurance products to financial institution in particular OCBC.

My assignments in large and multinational firms have further taken my capabilities, maturity and business acumen to a greater height, having successfully serviced a panel of financial institutions, which include OCBC, UOB, RHB, CIMB, BSN and Alliance Bank.

I believe my interpersonal skills gathered from the working experience, understanding of the market positioning in the insurance industry and my dedication in achieving set targets, and vice versa, such a well-suited position would complement my experience and expertise.

Sincerely,
Sin Li Choo

RESUME OF SIN LI CHOO

PERSONAL DETAILS

Date of Birth	May 30, 1976	
Age	39 years old	
Marital Status	Married	
Gender	Female	
Nationality	Malaysian	
Contact	016 - 292 4924	
Email	lichoozin@yahoo.com	

EDUCATION

Qualification	Institution / University / School	Year
Certificate of MII	The Malaysian Insurance Institute	June 2013
Shariah RFP Capstone Program	Malaysian Financial Planning Council	July 2011
Associate, Insurance Agency Administration	Life Office Management Association	May 2005
Associate, Reinsurance Administration		December 2004
Fellow, Life Management Institute		May 2004
Associate, Customer Service		December 2002
Bachelor of Business Studies	Charles Sturt University, Australia	November 2000
Diploma in Mass Communication	Tunku Abdul Rahman College	February 1998
Unified Exam, Senior Middle Section	Chong Hwa Independent High School	October 1994
Sijil Pelajaran Malaysia		

WORKING EXPERIENCE

Overseas Assurance Corporation Malaysia Berhad (April 2012 – present) **HEAD, BANCASSURANCE**

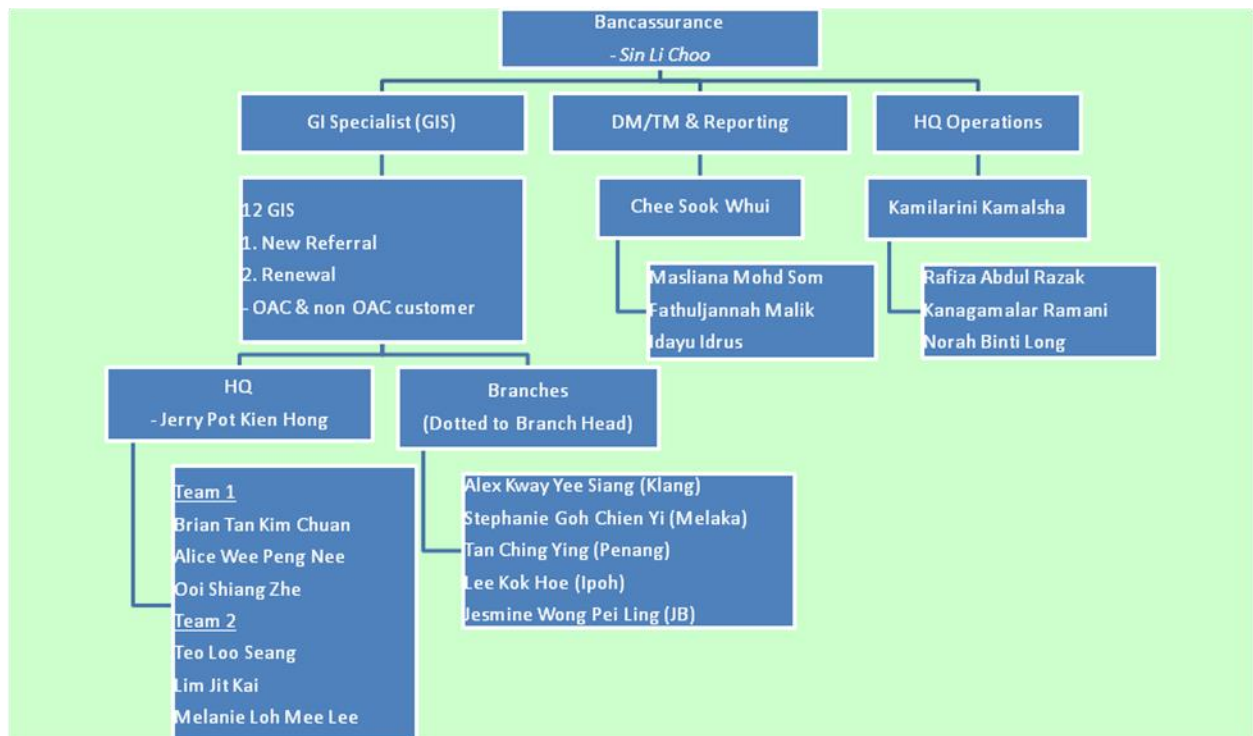
Areas of Responsibility: - Sales and Marketing, Operations and Compliance

- ❖ I am responsible to coach and mentor 15 marketing and operations executives in achieving set target of Bancassurance & DMTM. The achievement as below :

2012	2013	2014	2015 (as at June)
37 million	41 million	48 million	28 million

- ❖ Develop and implement business strategies to achieve company's objectives of GI business through Financial Institutions in particular OCBC.
- ❖ Review and monitor individual team member's performance, and identify training & skill set gaps, in order to increase staff productivity.
- ❖ Adhere to AMLA provisions and all other applicable policies and Compliance matters concerning OAC and the Great Eastern Group and be vigilant to uphold these in the discharge of duties.

ORGANISATION CHART



Prudential Assurance Malaysia Berhad (October 2010 – March 2012)

SENIOR MANAGER, PARTNERSHIP DISTRIBUTION

Areas of Responsibility: - Account Manager

- ❖ I was responsible to oversee the products, operations, sales and marketing of various business channels, including Credit Life, Regular/Single Premium, Tele Marketing and Worksite. Being an Account Manager, I was involved in product conceptualization & development, launching & training, sales & campaign, as well as operational matters for UOB and Alliance Bank.

Allianz Life Insurance Malaysia Berhad (April 2001 – September 2010)

MANAGER, BANCASSURANCE - CREDIT LIFE

Areas of Responsibility: - Sales and Marketing

1) Manager (2009-2010)

I was responsible to coach and mentor 7 marketing executives nationwide in achieving set target of 38 million for 2010. Besides, I also involved in product conceptualization & development process.

2) Assistant Manager (2007-2008)

I was responsible to assist Head of Department to coach and mentor 3 marketing executives in Central Region (KL, Selangor, N.Sembilan & East Coast) in achieving set target of 16 million for 2008 and 15 million for 2007. In 2008, my team had achieved 18 million.

3) Marketing Executive & Senior Marketing Executive (2002-2006)

I was responsible to achieve the given individual target, which my achievement was as below :

2002	2003	2004	2005	2006
4.7 million	4.8 million	6.7 million	6.5 million	6.3 million

- ❖ Manage and develop business relationship with banks' management team, branch managers and sales officers of Financial Institutions (RHB, MBSB, BSN, Affin, CIMB/Southern and Alliance Bank) through effective marketing planning and activities, and within management expenses.
- ❖ Ensure consistent quality service and training be provided to business associates. I create value by doing coaching to guide them towards their objective.
- ❖ Conduct competitors' analysis and develop marketing and sales strategies to penetrate into competitors' stronghold.
- ❖ Organize sales campaign, recognition program, local and oversea convention, and appreciation dinner. I organize functions on regional and national level to build-up and maintain relationship with bankers.

NanYang Siang Pau Sdn Bhd

JOURNALIST, EDUCATION DEPARTMENT (April 1998 – May 2000)

Job responsibility: - News Reporting

- ❖ Attend press conference, news reporting, feature writing and translation.
- ❖ Participate in the publication of education guide and organize educational exhibitions.

REFERENCE & CONTACT NUMBER

LEONG WENG CHOONG (012 – 202 8992)

Ex-Head of Enterprise Cash Management cum Bancassurance, OCBC Business Banking Division
(Business Partner at OCBC from 2012-2014)

Ms. WONG NGOOK CHING (012 - 209 1948)

Ex-Vice Chancellor, Sunway College, Johor Bahru Branch (retired)
(Superior at NanYang Siang Pau from 1998-2000)

I authorize your handling of my personal details as per "Malaysia Law Personal Data Protection"

COURSES, PERSONAL TRAINING AND DEVELOPMENT

Program	Specific Skills / Knowledge Acquired	Venue / Date
Teamwork for Progress	Teambuilding	Gombak, 13 - 14 July 2001
Fundamentals of Life Insurance	Operational Knowledge	25 - 26 Feb 2003
Enhancing Personal Efficiency & Effectiveness	Personal Development	Bukit Tinggi, 6 – 8 May 2003
Team Performance	Teambuilding	Awana Genting, 14 – 15 Aug 2003
Understanding Insurance Act	Operational Knowledge	25 Sept 2003
Presentation Workshop	Presentation Skill	Federal Hotel, 18 -19 March 2004
Business Communication	Communication Skills	Hotel Novotel, 28 – 29 July 2004
Fundamentals of Claims	Operational Knowledge	10 Aug 2004
Business English Course	Business Writing & Speaking	March – May 2005
Leadership Development Program Module I Module II Module III Module IV Module V	Developing The Leader Within You Emotionally Intelligent Leadership Motivating & Coaching for Performance Effective Thinking for High Performance OPEX	Crown Princess Hotel, 23-24 Aug 2006 12 – 13 Oct 2006 11-12 Dec 2006 15-16 May 2007 14-17 Aug 2007
Teamwork for Bancassurance	Teambuilding	Cherating, 3 - 4 July 2010
Basic Course on Fire / Engineering / Householder / Houseowner / Marine	General Insurance Product Knowledge	12-13 July 2012
Basic Understanding on Contractors' All Risk / Erection All Risk Insurance	General Insurance Product Knowledge	16 May 2014
Liability Underwriting	General Insurance Product Knowledge	25 June 2014
Motor Underwriting & Claims	General Insurance Product Knowledge	17 July 2014
Marine Underwriting	General Insurance Product Knowledge	13 Aug 2014
Fire Assessment & Self/Special Rating	General Insurance Product Knowledge	10-12 Aug 2015