



Mohamad Aliff Bin Mohamad Anuar

"IF THE PLAN DOESN'T WORK, CHANGE THE PLAN BUT NEVER THE GOAL"

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EMPLOYMENT &

THE WORK LIFE

Executive Summary

An expert in business strategy and a product specialist with over 10 years of experience in telecommunication industry. Driving company's business plan into a successful solution and execute a visionary product roadmap. A persuasive negotiator who values integrity and professionalism in assessing new partnership opportunities and markets. Innovative thinker who finds efficient ways of growing the company assets by recommending new products, enhancing product offerings and venturing into new market.

Mar 2022 – Present

TIME DOTCOM BERHAD – Manager, Product Development

Area of Responsibilities:

1. Leading the adoption of the latest technologies to develop high performance fixed-line telecommunications services.
2. Team Lead for Connectivity and Business Broadband for SME, Enterprise and Wholesale segments
3. Ensure TIME Dotcom to launch new product/s / project/s with 12 signed SO submission in first 6 months post launch per new product/s
4. Leading teams' project, knowledge transfer and supporting Business Product team engagement

Feb 2017 – Mar 2022

FIBERAIL SDN BHD – Manager, New Business Development & Strategy Management

Area of Responsibilities:

- a. Business Development
 - b. Business Strategy
 - c. Performance Management
 - d. Risk Coordinator
 - e. Corporate Communication
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- I. To initiate and develop new business opportunities via collaboration, partnership or internal development, including the extensive analysis on opportunities and risk associated with the project.
 - II. To lead the Annual Operating Plan (AOP) for the company and to ensure that the proposed AOP is being approved for execution at the BOD level.
 - III. To track, monitor and update the management on the AOP execution as well as the company overall business performance on monthly basis, including the company KPI tracking and monitoring and any recommendation or concern regarding the performances.
 - IV. To monitor the market competitive environment, analyze and investigate competitor's current activities and update management on the information.

- V. **To manage and to ensure all policy and governance processes on risk management** are being complied and implemented in the company.
- VI. **To manage and ensure that key processes and activities of the company adhere to governance policy**, including the management of secretarial function to the company management committees.
- VII. **To lead and be responsible on any direction, strategic project or initiative as directed by the supervisor as and when required.**

Feb 2016 – Feb 2017

FIBERAIL SDN BHD – Manager, Strategic Partnership & Business Innovations

- I. **To define the activities and process flow involved** in the existing/new partnership/business development life cycle. The procedure shall cover the sequential flow from the analysis stage, product inception stage until the secured partnership and business launch to the market.
- II. **Prepare a new Partnership/Business Conceptual Paper** for review and approval by Fiberail Management. The Paper shall cover all the Marketing Strategy and Marketing Mix on 4P principle aspects of partnership/business development.
- III. **To initiate the Feasibility Study Task Force** to start the Feasibility Study work within the allocated timeframe.
- IV. **To define the major action plan** of the Feasibility Study for execution that covers all the Technical, Financial, Legal and Marketing aspects of the Partnership/Business development.

Jan 2014 – Jan 2016

TELEKOM MALAYSIA – Project Manager, New Business Development, TM Global

- I. **To develop** business case for the new border connectivity, submarine cable development and special project for Global & Wholesale
- II. **To lead and present** the business case to TM's management approval committee based on the Level of Authority (LOA)
- III. **To register & perform risk assessment** paper in order to mitigate the risk and obtained the approval from TM's Group Business Assurance
- IV. **Coordinate** internal resources and third parties/vendors for the flawless execution of projects
- V. Ensure **projects are delivered** on-time, within scope and within budget

Aug 2012 – Dec 2013

TELEKOM MALAYSIA – Product Development, Global Data Marketing, TM Global

- I. **To manage and control** product development project as approved by the management
- II. **To monitor and ensure** the optimization of CAPEX
- III. To manage the network specification, marketing and training programs
- IV. To **monitor new product** performance and quality management

Jul 2010 – Jul 2012

MASTERPLAN CONSULTING SDN BHD – Project Manager, Special Project

- I. **To lead the end to end** project implementation for new network connectivity for Royal Military Police (PDRM) in Malaysia
- II. **Coordinate** internal resources and third parties/vendors for the flawless execution of projects
- III. Successfully **manage the relationship** with the client and all stakeholders

PROJECTS

PROJECT MANAGER

2012 – Present

BANDWIDTH ON DEMAND , (PROJECT ONGOING), TIME DOTCOM

A connectivity feature and internet service that allows users to added Bandwidth according to your necessities and schedule.

TIME HIGH SPEED BROADBAND ACCESS (HSBA), (PROJECT ONGOING), TIME DOTCOM

- Now you can offer HSBB to your Consumers and SMEs utilizing **TIME's Network**. Grow with reliable connections

TIME MANAGED SD-WAN LITE, (Completed), TIME DOTCOM

- Introduction of another package (Lite) for TIME Managed SDWAN. Tailor-made to consolidate, simplify and optimize connections with cost-efficient network allows your applications to achieve the best performance across multiple location

TIME SECURITY ADVANCED MONITORING PRODUCT, (PROJECT ONGOING), TIME DOTCOM

- A dedicated security operation center service that monitors and analyses an organization 's network security around the clock

TIME WIRELESS INFRA – ELECTRICITY AUTOMATION, (PROJECT COMPLETED), TIME DOTCOM

- Your communication infrastructure plays an ever-increasing role in today's digital business. TIME unleashes possibilities with our high performance communication solutions to support critical business needs and new capabilities, while increasing security, efficiency and agility.

FIBERAIL E-GAMES INITIATIVE, (COMPLETED), FIBERAIL SDN BHD

- A turnkey esports platform for Telecom Operators to reduce churn and increase revenue by engaging and monetizing the millennial and digital native generations.
- A Latency-optimized Edge Computing platform built in partnership with telecom operators to deliver the next generation of edge platform, offering a faster and more responsive gaming experience

FIBERAIL VIRTUAL EXCHANGE, (COMPLETED), FIBERAIL SDN BHD

- Fiberail designed and build an on-demand connectivity platform that is redefining networking
- Fastest and most efficient way to connect and optimise applications and communications services around the globe
- Comprehensive software defined network platform for procuring and managing data connectivity

ASP NUMBER, ASP LICENSE (COMPLETED), FIBERAIL SDN BHD

- Fiberail is expanding their product offering on top of connectivity by established collaboration with partner
- Offering a reliable communication solution and beyond to serve the needs of carriers, enterprises, cloud providers and managed services providers.

2ND LINK PROJECT, (COMPLETED), TM GLOBAL

- A strategic project for development of connectivity into Singapore via 2nd Link highway to provide alternative route on top of existing Causeway link.
- The criticality to develop the alternative link to Singapore is to fulfill the future potential growth of Nusajaya as well as complementing on increasing demand coming from Singapore and Thailand

APOLLO PROJECT, (COMPLETED), TM GLOBAL

- A strategic collaboration between TM (Malaysia) and Partner (Singapore) to provide relevant services to each other in order to expand their telecommunication network to provide better end-to-end products and services to their respective customers.

MY1HUB PROJECT, (COMPLETED), TM GLOBAL

- Capitalizing the existing Data Center to become TM Neutral Preferred Hub by promoting it as an info exchange for both domestic and international.
- There are 5 Data Center connected to cable landing station in Malaysia in order to provide a bundle solutions (colocate together with access) to the customers

BORDER CONNECTIVITY PROJECT, (COMPLETED), TM GLOBAL

- A development of DWDM connectivity at borders in Thailand, Singapore, Indonesia & Brunei towards the transformation technology globally that replace the old SDH technology to DWDM technology.
- The initiatives will provide higher bandwidth connectivity while reduce number of fibre core needed at borders thus it will reduce OPEX yearly.

PERFORMANCE

2016

OVERALL PERFORMANCE 3 (ABOVE EXPECTATION)

2017

OVERALL PERFORMANCE 3 (ABOVE EXPECTATION)

2017 FIBERAIL'S BEST MANAGER FINALIST

2017 – 2021

TM'S TALENT POOL PROGRAM

2019

OVERALL PERFORMANCE 3 (ABOVE EXPECTATION)

2020

2020 FIBERAIL'S BEST MANAGER FINALIST

2022

OVERALL PERFORMANCE 3 (ABOVE EXPECTATION)

PERSONAL STRENGTH

Business Planning



Competitive Analysis



New Product development



Operation Management



Stakeholder Communications



Time Management



Leadership



ADDITIONAL SKILLS



REFERENCES

MOHD ARIFIN HASAN
TAHIRUL AMRAN
MOHAMED ASRI JAAFAR

CHIEF EXECUTIVE OFFICER, FIBERAIL SDN BHD	013- 394 1598
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