

CURRICULUM VITAE



PERSONAL PARTICULARS

Name	JAMES WOON CHONG EU	Age	54 years old	Married
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E-Mail Address	jameswoon2003@yahoo.com	Nationality	Malaysian	

MEMBERSHIPS IN PROFESSIONAL BODIES

AUSTRALIAN CERTIFIED PRACTISING ACCOUNTANT CPA Membership No.9492330
MALAYSIAN INSTITUTE OF ACCOUNTANTS CA Membership No. 9863
MALAYSIAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS CPA Membership No. 3002

PROFESSIONAL OBJECTIVES, ACCOMPLISHMENTS AND EMPHASIS

- To achieve job satisfaction by contributing to the Company's vision and mission.
- To establish long-term career and growth prospects within the Company.
- Promoting various work ethics (recipient of Behavior Recognition Award), work automation, teamwork and collaboration (2 Thank You awards for working beyond job scope), communication and people management'. Winner of Group Controller and Chief Accounting Officer and Group Finance Thank You Awards for dedication and commitment.
- Pioneered the set-up of 2 stockbroking firms, due diligence/feasibility reporting on acquisition of a stockbroking firm, merger of business and rationalisation of resources.

PERSONAL COMPETENCIES

Principles of responsibility, reliability and resolute are core competencies in performing work efficiently and effectively.
Independently motivated, analytical and professionally committed to given tasks and responsibilities. Responsive to new challenges, self-initiative and hands-on approach.

QUALIFICATION AND EDUCATION

1995	Certified Public Accountant (Articleship)
1982 to 1988	Bukit Bintang Boys Secondary School, Petaling Jaya
1978 to 1981	S.R.K. Kampung Tungku, Petaling Jaya

SKILLS AND KNOWLEDGE

Languages	English, Bahasa Malaysia, converse in certain Chinese dialects.
Computer Skills	Certified Automation Anywhere Robot Configurator, Power BI, SAP R3, Hyperion, Microsoft Office (Excel, Word, Power Point).
Interests	Community affairs projects (local Country Champion), photography, nature and environmental concerns.

CAREER JOURNEY AND ACCOMPLISHMENTS

Director, Head of Finance Reporting (July 2005 to present)

Pioneer team in setting up the broking house. In charge of entity financial reporting.

Promoted from Associate Director to Director in 2010

Reports to regional APAC Finance Controller, local Country Head and COO.

Lead automation of regulatory reporting

UBS Securities Malaysia Sdn Bhd

A foreign held stockbroker under the Securities Commission special scheme set-up in 2005.

Responsibilities and Accomplishments:

- Implemented the local office start-up financials and reporting systems. Key member of the pioneer start up team of the broking operations.
- Responsible for the full spectrum reportings to local regulators, global and regional under Swiss and US GAAP. Sarbanes-Oxley (SOX) standards implementation and certification processes.
- Basel II capital framework and regional projects.
- Setting up of local capital optimization, capacity for business and Liquidity Risk Management framework.
- Undertook projects on the closure of UBS AG Labuan Bank branch and UBS AG India Bank branch entities. Interim Manager for UBS India entities pending new appointment.
- Won 2 Thank You awards for performing beyond job scope (interim head of Operations for 4 months and set-up/test risk parameter for dealers' trade orders on new system).
- 2022 Winner of Group Controller and Chief Accounting Officer and 2023 Group Finance Thank You Awards for job dedication and commitment.
- Finance was one of the recipients of the 1st UBS Behaviours Recognition Award in October 2014 - involved cross-functional Front and Back Office & Control teams establishing the framework and process for underwriting of rights issue.

Senior Manager, Finance & Accounts

December 1998 to July 2005
(6 years 7 months)

Promoted from Manager, Internal Audit in 2002

Report to Managing Director, and Executive Director Operations

Affin Securities Sdn. Bhd. (formerly Affin-UOB Securities Malaysia Sdn. Bhd.)

Subsidiary of mainboard listed Affin Holdings Berhad; involved in stockbroking. Oversaw the overall financial matters of the Company.

Responsibilities and Accomplishments:

- Responsible for the Company's financials (managed 26 staff in two separate locations/ direct report 2 Managers and 5 Senior Executives);
- Strategic financial & budgetary planning;
- Treasury, funding of trade payments/collections;
- Statutory/management reporting;
- Taxation planning and returns;
- Financial modeling, feasibility studies review on business acquisitions/mergers, due diligence and special investigations;
- Contributed financial and legal aspects on the successful acquisition and merger of a stockbroking business from the initial negotiation to completion of merger. Appointed co-ordinator to streamline the back office operations (Credit Control, Finance & Accounts and Settlement) procedures and policies; and involved in the various Merger Committees i.e. Front Office, Technology, Human Resources, Administration, Legal & Compliance).

In 2005, I took the challenge to pioneer the setting-up of a newly establish licensed foreign broker house.

**South East Asia,
Regional Financial
& Planning
Analyst**

Mar 1998 to
Nov 1998
(9 months)

Report to Regional
Managing Director,
Group Financial
Controller

NCR (Malaysia) Sdn. Bhd.

US multinationals subsidiary - National Accounts Solutions business unit involved in provision of high end solutions i.e. networking, scaleable data warehousing and high availability electronic commerce.

Responsibilities and Accomplishments:

- Oversaw the financial planning, budgeting, MyKad project costing and review the consolidated results of the SEA operating units in Malaysia, Singapore, Philippines and India;
- Seconded to NCR Sydney regional office to manage the Asia Pacific Area (Australia and New Zealand) budget planning.

The SEA financial planning position was made redundant in November 1998 with the closure of the area office.

**Manager,
Operational Task
Force,
CEO Secretariat**

December 1996 to
February 1998
(1 year 2 months)

Report to Special
Assistant to CEO,
General Manager,
CEO Secretariat

FACB Berhad Conglomerate of three Main Board Group of Companies, diversified construction, manufacturing, property development, leisure & tourism, aerospace and multimedia.

Responsibilities and Accomplishments:

- Assisted Special Assistant in performing day-to-day CEO Office matters i.e. Board resolutions, minutes, feasible studies on new business proposals and capital expenditure approvals;
- Financial management, strategic corporate finance/budgetary planning, corporate exercises, monthly review/reporting of group cash flow activities, overheads and cost control measures;
- Managed the Executive Committee (Exco) Meetings of the Group (20 operating units held every 8 weeks), reviewed/advised on Exco papers, resolutions and minutes;
- Technical inputs on corporate finance, accounting, treasury, taxation and budget committees to steer the financial and strategic directions of the Group (liaison with Financial Controllers, Finance Managers and Accountants of various operating units).
- Nexus Golf Resort Karambunai (5 star hotel in Sabah) - investment appraisal of the hotel operating budget and revised procurement system and procedures for equipment and supplies.
- Bukit Unggul and Karambunai Resort Golf Club - financial and operational reviews. Proposed reorganisation of structure, implemented policies/procedures to reduce payroll & operating overheads. Conducted feasibility study on golf course maintenance equipment.
- First Travel and Tours (licensed tour operator) and Scanply International (trading of wooden furniture/products) - reviewed vendors' profit guarantee agreements; assessed financial and business viability.
- Dreamland Spring Manufacturing (manufacturing bed, Muar plant) - reviewed manufacturing operations, costing and financials. Recommended additional controls to enhance audit and accounting trail for product costing and design changes.

FACB faced cash flow difficulties during the economic crisis and I accepted the opportunity to work in an American MNC.

Group Accountant July 1996 to November 1996 (5 months) Report to Managing Director, Head of Management Services	EPE Power Corporation Berhad Listed on KLSE Second Board, manufacturer of switchgears, power generation and distribution. Responsibilities / Accomplishments: <ul style="list-style-type: none">• Preparation and reporting of the Group consolidated financial results together with operation reviews, budgetary planning, variance analysis, cash flow and management information to holding companies and regulatory authorities;• Completed the Group 5-Years Budget Plan; Consolidated Profit Forecast/Projections for Proposed Rights & Bonus Issue Exercise (liaised with Merchant Bankers, Independent Auditors and Tax Agents);• Implementation and training of proprietary Avalon financial software. I left EPE for a position in the corporate office of a large conglomerate group of companies.
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Audit Assistant Manager March 1989 to June 1996 (7 years 3 months) Report to Audit Partners, Executive Directors, Senior Managers.	Price Waterhouse International Public Accounting Firm Commenced as an articled student and was promoted to a qualified Audit Assistant Manager. I managed an extensive portfolio of audit clients/businesses of public listed companies on the KLSE and foreign entities. I have conducted statutory audit reports, due diligence reviews, profit forecasts and projections, submissions on corporate exercises, financial valuations and operations reviews. After obtaining valuable skillsets in Price Waterhouse, I joined the corporate world to gain industry and commercial experience.
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If it doesn't challenge you, it won't change you !