

SHAKIRAH ABD MUTALIB

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Date of Birth: 20th September 1980
Nationality: Malaysian
Marital Status: Married



EXPERIENCE

May 2021 - current **Assistant Manager, CEO's Office – MARA Incorporated Sdn Bhd**

Establish the strategies & initiatives of the Strategic Business Units (SBU) for the company, monitor & analyse the progress of the operational initiative and performance of each SBU.

Deliverables & Assignment:

- Produce Business Plan for the company FY2022 & FY2023 as well as Half Yearly Review Business Plan FY2022.
- Nominated by the manager of CEO's office to be part of MARA Inc. Management Team, responsible for CEO's office new projects and proposals presented to the Senior Management team.
- Assumed the role of Manager of the CEO's office starting from October 2021, filling in for the Manager who temporary assumed the position of Acting General Manager at Premieria Hotel Kuala Lumpur (a Strategic Business Unit of MARA Inc.).
- Responsible on the performance of the small-scale grid-connected solar pv system project of the company; identifying and addressing any existing problems, and finding solutions to improve its efficiency.
- Undertake the initial phase of due diligence exercise for the merger of subsidiaries

Feb 2019 – May 2021 **Assistant Manager, Business Development – MARA Incorporated Sdn Bhd**

Sourcing new business opportunities for the company income growth and assist SBU in concluding the deal cycle starting from initiating contact point, pitching a strategic collaboration, negotiation and deal structuring with target companies /co – investor including preparing proposal paper for Management & Board of MARA Inc.

Deliverables:

- Assist on preparing a Board Paper for the proposed collaboration on sustainable energy plant (SEP) development of renewable energy projects under the Ministry of Rural Development (KPLB) Rural Electricity Supply Programme.
- Initiate the formal process to establish a Marketing & Sales Agency Services with private developers under SBU's initiative including preparing a proposal paper to Management Investment Committee of MARA Inc.

Jul 2014 – Feb 2019 **Assistant Manager, Property Investment Division – MARA Incorporated Sdn Bhd**

- Monitoring 7 of MARA Inc.'s asset performance across London & Melbourne (Ashley Hotel London, Atelier Serviced Apartment, Beaumont House, 746 Swanston street, Dudley International House, 333 Exhibition Street and 51 Queen Street) and 2 MARA assets (MARA House & MARA Hostel)
- Diagnosed the current issues related to operational matters of London assets, mitigate and recommend necessary action to the Management and Board
- Coordinates with counterparts from other countries (e.g., London & Melbourne) for operational matters and designated exercise/project
- Assisting HOD in constructing a strategy and preparation of proposal paper aligned with ongoing division exercise to be table to the stakeholder and Ministry (MARA, KKDW (formerly known as KPLB & KKLW) & MOF)
- Establish and foster constructive relationships with relevant government agencies/authorities

Deliverables & Achievements:

- Reduce the company's foreign investment risk by 100% with accomplishment of documentation and approval process for offshore banking facilities exercise on settlement of foreign denominated loans within stipulated timeframe
- Successfully coordinated an overseas loan requirement (London) to partly finance the overseas asset refurbishment exercise for the properties in London that resulting to continuation of delayed construction work.
- Resolved long due execution of lease and sub lease agreement between Ultimate Beneficiary Owner (UBO) and subsidiary company.
- Resolved appointment of consultant and surveyor to do the final account in relation of refurbishment exercise of London properties
- Successfully coordinated documentation and approval for termination and new appointment of the BVI's Registered Agent (company's SPV)
- Attained MARA Subsidiaries Icon Award in 2015

Dec 2011 – July 2014 **Senior Executive, Investment Management – East Coast Economic Region Development Council (ECERDC)**

- Established an effective network of industry players and investors (foreign and domestic) to attract high value of investment into East Coast Economic Region
- Reviewing business proposal received from various investors, industrial players, private entities and stakeholders.
- Produce a tax incentives paper on fiscal and non-fiscal incentives covering on target sectors cluster-based policy, financial analysis, analyzing economic and latest industry trend and market study in relation with the paper
- Presented the tax papers to ECER Investment Special Taskforce (EIST) committees consist of MOF, MIDA, IRB, and related Ministries. These papers are then to be submitted for National Committee of Investment (NCI) approval
- Participate in 14 promotional activities including launching, conference, international events, signing and exchange ceremony
- Identify gaps and issues for each investment and provide well thought out solutions.

Deliverables & Achievements:

- Earned customize incentive approval for Movenpick Resort & Spa Chendering, Kuala Terengganu with investment value totaling RM171.6 million
- Volunteered in co-organizing Monsoon Cup 2012 event offering an exclusive package deal to potential investor in accordance to promote the new development of Kuala Terengganu City Centre (KTCC). Collaborated with T-Best Events and Unit Perancang Ekonomi Negeri Terengganu (UPENT) to manage the invited investors, dinner events with the sailors and managed ECERDC team involvement in the events.
- Successfully coordinated a day event at Pasir Mas Halal Park to entice tenant of the completed halal park
- Headed 4th OIC Worldbiz event participation.
- Spearheaded Pasir Mas Halal Park & Gambang Halal Park brochure which has been used in international investment trade missions and locals' events

*Oct 2010 –
May 2010*

Outlet Team Leader, Bandar Baru Bangi branch – RHB EASY

- Generated and captured sales target in identified products for branch and individual target
- Guided outlet sales team to achieve individual sales target and delegates branch action plan
- Spearhead weekly status briefing to discuss on updates of operation procedure, compliance and other branch/sales issues
- Establish marketing strategies which resulted in sales growth within 2 months' time

Achievements:

- Achieve monthly sales target in identified products for the branch and individual target
- Concluded RM1 mil. sales and becoming top 50 for ASB Challenge Campaign

*Apr 2003–
Sept 2010*

Customer Services Representatives, Shah Alam, Sect 15 Branch – AmBank (M) Berhad

- Performed a day-to-day customer services duties, daily closing banking procedure and also cross selling on the banking product and services.
- Identified customer's problem and offered banking solutions to satisfied customer's needs in banking services.
- Channelling customer to internet banking facilities and create customer awareness towards ATM services and mobile banking facilities upon opening of savings & current account.
- Constantly promoting Ambank product during account opening e.g. Credit Card, AmMikro Loan, AmPro – Personal Accident Insurance

Achievements:

- Scored 90% mark on a mystery shopper program which an indicator used by the bank to evaluate level of service given by the front liner.
- Closed more than 30 Credit Card application on monthly basis.
- Sharpened customer waiting time to 2 minutes per customer.

EDUCATION

2003 **University Kebangsaan Malaysia**
Bachelor's Degree in Economics

1999 **YPM Matriculation Centre**
Matriculation Certificates

"I authorize your handling of my details as per "Malaysian Law Personal data Protection Act 2010 (PDPA 2010)."