

EXECUTIVE SUMMARY

Highly enthusiastic professional with solid hands-on expertise in conducting in-depth research and analysis towards supporting strategic decision-making. Well versed in Corporate Strategic Planning and developing insightful presentation materials. Known as a determined and efficient professional with excellent problem-solving acumen. As a go-getter, I'm eager to be part of the Organization that allows me to emphasize on my skills and at the same time contribute to the growth and development of the Organization.

PROFESSIONAL EXPOSURES

- Designed and in-charged in end-to-end development of AFFIN Group Long-Term Business Plan (2023-2025); A25 Plans, in charting more successes and to be a modern and progressive bank by 2025.
- Crafted the new Vision and Mission for Agrobank to depict Bank's readiness in providing services beyond banking to various segment of agriculture community.
- Conducted survey to determine Agrobank's Brand Positioning and developed the plan to navigate the brand in becoming a mainstream brand.
- Conducted special workshop for Management Committees (ManCo) for New Business Model of Agrobank for BOD's approval.
- Instrumental in collaborating with various departments in generating an urgent 5-year Business Projection presented to the Board of Directors (BOD) within the expected timeframe.
- Prepared an Investment Paper worth RM 7 Million (related to Water Industry) presented to the Executive Committee (EXCO) within 1-week lead time.
- Highlighted key salient terms of the Members' Agreement (US Agreement) within 1-week lead time for BOD's approval of new business initiatives on Manufacturing Industry.

PROFESSIONAL EXPERIENCES

GROUP AFFIN BANK BERHAD

Manager, Group Corporate Strategy Department

Jan 2021 – Current

- Successfully developed AFFIN Group Long-Term Business Plan (A25) in achieving Groups' Strategic Objectives.
- In-charge in developing AFFIN Group Annual Business Plan by actively engage with various internal stakeholders (Affin Islamic Bank Berhad, Affin Investment Bank Berhad, Finance, Business Divisions, Operations, Technology, Digital Banking, Customer Experience etc).
- Develop comprehensive strategic papers/ blueprints in guiding other internal stakeholders in their strategies (Distribution Channel Strategy, Go-to-Market Strategy, AFFIN Brand Value Propositions, ESG Blueprint, Company valuation) as well as presentation to external stakeholders (BNM).
- Conduct regular market analysis, desktop research using a combination of publicly available and commercially licensed IT tools and data sources in providing recommendations/ feedback as well as highlighting any risks to Business Units and Enablers in driving business growth.
- Closely work with PMO and Change Management Team in ensuring all projects/ initiatives are delivered based on agreed timeline, achieve its expected benefits as well as on any remediation of issues.
- Appointed as Designated Risk & Compliance Officer for Strategy Department (In-charge in preparing all risks & compliance report ie. Risk Control Self- Assessment, Business Continuity Plan, Key Risk Indicator)
- Plan, organise and manage corporate events/meetings including workshops, retreats and offsites.
- Keep abreast with the latest industry trends, emerging threats and technologies.
- Ad-hoc analysis/evaluation/ business presentation and provide necessary recommendations to Chairman, President & Group Chief Executive Officer and Group Chief Corporate Strategy.

AGROBANK

Senior Executive, Special Project Department, Chief Strategy Officer (CSO) Office

July 2019 – Dec 2020

- In-charged in the end-to-end process of setting up the Transformation Management Office (TMO) which is responsible to execute the Bank's New Business Model.
- Developed Agrobank Program Management Manual and Framework for any Bank's Program/Project implementation references.
- Carried out special project as per required by CSO. (eg: Branding, Virtual Bank, Fintech ,TechFin)

Senior Executive, Corporate and Strategic Planning Department

Jul 2018 – July 2019

- Carried out special project on New Business Model (Digitalization) as one of the Bank's Business Initiatives.
- In-charged in special project "Agri-Fund" that involves participation of numerous Banks and Chaired by Bank Negara Malaysia (BNM).
- In-charged in analyzing Bank's Annual Business Plan (ABP) in ensuring all proposed initiatives are in-line with mega-trends as well as Government's directions.
- Closely worked with other departments (eg: Business, Finance, Operations, PMO etc) in preparing , reviewing and reporting of the Bank's Annual Business Plan.
- Responsible in the end-to-end process of organizing and executing the Strategic Business Plan (SBP) Project Implementation Committee (SPIC) on quarterly basis.
- In-charged in monitoring/tracking and analyzing impact analysis on the Bank's 5-year Strategic Business Plan.
- In-charged in preparing Value Based-Intermediation (VBI) and Performance Measurement Framework (PMF) documentation for BNM.
- General liaison activities with relevant Government Ministries/Agencies and Private Bodies (Ministry of Agriculture (MOA) , Ministry of Finance (MOF) and BNM)
- Produced comprehensive presentation materials on ad-hoc basis (eg: Agrobank's performance as at 2017 for MOA and presentation slides title "Agro Agenda" for CEO).
- Planned, organised and managed corporate events/meetings including workshops, retreats and etc.



PERSONAL DETAILS

Address

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Mobile

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Email

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LinkedIn

<https://www.linkedin.com/in/aqilah-abdullah-946b22ba/>

ACADEMIC QUALIFICATIONS

Bachelor's Degree in Management Mathematics

University Technology MARA,
Sept 2012- Jan 2016,
CGPA: 3.75

SKILLS HIGHLIGHT

Business Planning
Strategic Planning
Project Management
Stakeholder Management
Data Analytics
Presentation
Research Skills/ Analysis
Slide Specialist
Tech- Savvy

LANGUAGES

Excellent English
Excellent Malay

LITERACIES

Microsoft Office 365
(Powerpoint, Excel, Word)
Microsoft Outlook
Canva
Tableau
Google Docs
Zoho Survey
Windows Movie Maker
Apple Keynote
Videoscribe
Bloomberg

INTEREST

Swimming
Running
Fitness Enthusiast
Travelling
Reading
Coaching
Community Involvement
Volunteer Work
Event Planner/Organiser

REFERENCES

NURSURIYANI ZAINOL ABIDIN

AFFIN Bank Berhad

Head of Change Management
+6 019 229 2212

IDORA BAHARUDDIN

KPJ Healthcare Berhad

Head of Strategic Transformation &
Sustainability
+6 012 673 6350

PROFESSIONAL EXPERIENCES (CONTINUE)

KUMPULAN PERANGSANG SELANGOR BERHAD (KPSB)

Junior Analyst, Strategic Planning & Investment Department

July 2017 – May 2018

Management Trainee under Ekuiti Nasional Berhad

(Ekuinas) – seconded to KPSB

July 2016 – July 2017

- Carried out a full cycle analysis on an array of investment opportunities encompassing information research and collection as well as profitability analysis in supporting high level decision making.
- Prepared Investment Paper for partnership opportunities.
- Managed and monitored operational activities of three (3) portfolios/companies from two different industries (Water Industry & Construction Industry).
- Involved in special project (Pilot Project) that liaise closely with Business Development Team.
- Developed a simple financial modeling (projections) for new business opportunities of the company/portfolios.
- Developed business plans, presentation packs, financial forecasts and updates for Board of Directors (BOD).
- Performed background and business proposal analysis in developing short-term as well as long-term strategic objectives of the Company.

SCHLUMBERGER BUSINESS SUPPORT HUB SDN BHD

Intern, Global Procurement & Sourcing Department

July 2015 – Feb 2016

- Assisted in carrying out in depth business analysis on all procurement activities within across North America, Europe, Asia as well as Middle East regions.
- Developed data visualizations using Tableau dashboards to produce business intelligence analysis.
- Performed project preparation for the team as well as summarizing tons of data (Master Data Management).
- Organized and managed team's event (Team Building & Festive Celebration).

ACHIEVEMENTS

- **1st Place for "EKUINAS Bright Future Video" Competition (Professional Development Program Journey – <https://youtu.be/okUmVKM4EiQ> , 2017**
- 1st runner up for Dragon Boat Match organized by EKUINAS, 2017
- Gained 70% profit margin of "My Private Business Venture" Competition organized by EKUINAS, 2017
- Top 10 Best Innovation Projects for Entrepreneurship's Day, (iMaker), 2015
- 2nd Place in the Business Simulation Competition organized by MASMED, 2015
- 8th runner up for 8km Nature Run, 2015
- Granted First Class Honours Award for Bachelor of Management Mathematics, 2016
- Achieved Dean's List for five semesters, 2012-2016

PROFESSIONAL DEVELOPMENT

- UN SSE, IFC Training on TCFD for Banks, 2022
- Best Practices for Program Management Success, 2020
- Performing data analysis and analytics utilizing Microsoft Excel, 2019
- IBM Cognitive Enterprise Forum on Data Analytics and Business Intelligence, 2019
- Malaysia Swimming Teaching Association, *in-progress*
- Certified Life Saver (Bronze Medallion), 2018
- English Foundation Programme, 2017
- Bloomberg Training for beginner, 2016
- Leadership, Corporate and Personal Effectiveness Program, 2016
- Entrepreneurship Workshop, 2015
- Organizational Management Workshop, 2013

LEADERSHIP ROLES, ATHLETICS INVOLVEMENTS AND HUMANITARIAN ACTIVITIES

LEADERSHIP

- In-charged in Management & Board Strategy Offsite for various Company, 2020 - 2022
- As a Master of Ceremony of Alumni SEMESTA Raqbi Armageddon Tournament Match, 2017
- As a team leader in conducting Final Year Project during Final Semester at UiTM, 2016
- As a team leader in participating Entrepreneurship Competition organized by MASMED, 2015
- As a secretary of Pembimbing Rakan Sebaya Club (PRS), 2013

ATHLETICS & ENTREPRENEURS INVOLVEMENTS

- Participated in Dragon Boat Match organized by EKUINAS, 2017
- Participated in "My Private Business Venture" competition organized by EKUINAS, 2017
- Participated in "EKUINAS Bright Future Video" in producing Ekuinas's Corporate Video, 2017
- Participated in Entrepreneurship Program organized by MASMED, 2015
- Participated in Short-Video Competition (Pitch Business ideas) organized by UiTM, 2015
- Participated in Running Competition (RHB Half Marathon Challenge, Resistencia Cardiaca Marathon Challenge 10KM, 8KM Nature Run, AIA Music Run), 2015
- Participated in "Ekspedisi Gunung Angsi" at Kuala Pilah, Negeri Sembilan, 2014

COMMUNITY SERVICES & RESPONSIBILITY (CSR)

- Volunteered as committee in "FUN & RIDE Back 2 School" in relation to raise the awareness on importance of health among youth, 2017
- Volunteered in representing EKUINAS for Career Fair (Ilfizam Professional Development Program), 2017
- Volunteered in teaching Degree Students (UiTM) for Mathematics subject, 2015
- Organized Volunteer Program during Qurban Eid Festival at Bandung, Indonesia (In collaboration with Institut Teknologi Bandung), 2013
- Organized Volunteer Program at Rumah Jagaan & Rawatan Orang Tua Al-Ikhlas, Puchong, 2013
- Organized "Pre-Loved Market" in raising funds for the Unfortunate, 2012