




RAJA AHMAD SHAZLI




More than 20 years of experience improving businesses performances which has led to a deep understanding of business optimization, improvements and efficiency with the aid of technology


PROFILE

 19, Jln Akuatik 13/77H,
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 Bachelor of Electrical and
Electronics Engineering (Hons)

 Certified Digital Marketing
Professional (CDMPv7)

 International Institute of
Business Analyst,
Association for Strategic
Planning

 BABOK 2.0
ASPBOK

PERSONAL

D.O.B: 30th Dec 1978

Married and blessed with 2 daughters

Plays competitive football represented school, university and current company






Enjoys futsal, table-tennis, EPL and travelling.

Travelled to the UK, Netherlands, Swiss, Germany, France, Middle East, S.E.A, Australia, New Zealand, Japan, South Korea and South Africa

- CAREER OBJECTIVE -

A management position with focus on Digital Strategy & Business Performance, Innovation, Operational and Process Improvements

- SKILLS -

				
★★★★☆	★★★☆☆	★★★★★	★★★★☆	★★★★★
Management Consulting	Social Marketing	Product Management	Innovation & Design Thinking	Strategy & Concept

- WORK HISTORY -

Present
-
2022



Director, Product Management

Responsibilities

- Responsible for entomo's Healthcare stack - full range of products for the healthcare industry which includes mobile app for patients, web app for healthcare providers, web console for healthcare operations administrators, and connector for 3rd party integrations.
- Lead a multinational team of more than 40 personnel that includes software developers, product owners, QA engineers, devops, delivery managers and helpdesk support team.
- Main project handled include **MySejahtera** for the Malaysian government to manage Covid-19 as well as it's expansion into a public healthcare app.
 - > 40 million registered users and records
- Ensured organisation practised Agile methodology with 2 weeks sprint deliverables into production.

2022
-
2021



Chairperson, Malaysian Collaborative Network Platform for Disruptive Innovation (i-Connect): Halal Supply Chain

Responsibilities

- Founding member and elected chairperson of i-Connect Halal Supply Chain.
- Organise and conduct regular meetings with fellow members from:
 - Civil Societies (FOMCA, FMM, PPIM, MOPI)
 - Industry (Grab, Marsh, Ethis, Proficeo, Haltex Group, IPEC)
 - Government Agencies (MIMOS, NIBM, MTDC, ASM, HDC)
 - Academia (UPM, IIUM, USIM, UM, UMK, UMT, BLB)
- Facilitate the identification and commercialisation of disruptive technologies that would have a positive impact to the Halal supply chain globally.

- WORK HISTORY Continued.

Present
-
2019

Mesiniaga

Head, Product Management & Marketing

Responsibilities

- Lead a team of 15 developers and 7 business and marketing personnel.
- Business & operational responsibilities for digital products under the Products & Innovation Department.
 - *Business:*
 1. Conceptualised and validated business ideas
 2. Developed business models, pricing and packages.
 3. Crafted go-to-market strategies.
 4. Ran digital marketing activities
 5. Generated marketing contents and production.
 6. Designed sales enablement programmes.
 - *Operations:*
 1. Manage overall product UX.
 2. Oversaw product development.
 3. Approved product UI
 4. Monitored product testing and quality control.
 5. Tracked updates and releases.
 6. Designed and coordinated customer onboarding and support.

Achievements

- Conceptualised, launched and managed 4 key digital products.
- Consistently attained revenue of more than RM5 Mil per annum.

Present
-
2020

●●● **lifepitch**

Freelance, Pitch Coach with lifepitch.my

Responsibilities

- Assist entrepreneurs and corporations by providing coaching sessions on preparing and delivering pitches.

Achievements

- Coached more than 40 SMEs with 27 successful grant recipients amounting to a total of RM 13.5 mil to date.

2019
-
2014

Mesiniaga

Head, Office of Strategic Initiatives

Responsibilities

- Spearheaded digitalisation within the organisation with the goal of transforming existing products and discovering new technologies that allows for market expansion.
- Lead a team that specializes in business and operational Improvement initiatives.
- Institutionalise digital marketing and productisation within Mesiniaga.
- Lead, strategise and implement digital change within the organisation towards a more thinking, innovative and outcome oriented company.

Achievements

- Established Brightside, Mesiniaga's Digital Innovation Lab with strategic collaboration with MaGIC and IBM.
- Successfully ran Mesiniaga's company wide ideation and innovation programme that produced 8 products.
- Strategised and coordinated company transformation and restructuring programme.
- Setup and institutionalised Mesiniaga's Business Continuity Plan by working with each department.
- Established, set-up and incubated Mesiniaga's Marketing Department and managed marketing for Mesiniaga.
- Updated organisation branding via revamped website and features on digital and offline media.
- Developed effective go-to-market plans on all products and services within Mesiniaga.

2014
-
2009

Mesiniaga

Team Lead, Senior Business Solutions Consultant

Responsibilities

- Developed concept papers - concept solutions that created value to customers by reducing costs, increasing profits, reducing risks or providing growth to customers business environment with the aide of technology.

Achievements

- Worked with Government Agencies, GLCs and multinationals such as Malaysia Airlines, TNB, EPF, Maxis, Axiata, Telekom Malaysia, Media Prima and others with proposals worth more than RM 1 bil in total throughout the 5 years.

2009
-
2006

Mesiniaga

Technology Analyst

Responsibilities

- Produced strategic business-technology analysis for Mesiniaga to strategise the company's business direction.
- Established partnership models, incubated growth & sustenance plan and devised go to market strategies for new digital solutions and technology.

Achievements

- Established partnerships with major principals and partners such as Infor, AIMS among others that allowed Mesiniaga to remain relevant to our customers at the time.

2006
-
2005



MCSB

Account Development Manager

Responsibilities

- Solicited IT projects and managed public sector customer accounts.

Achievements

- Closed deals worth RM 200k throughout tenure of 1.5 years at MCSB.

2005
-
2003



Product Executive

Responsibilities

- Managed Microsoft LAR programme for RHB Bank, eHR² portal and P.O.S system

Achievements

- Joint collaboration with RHB Bank on a nationwide roadshow for the eHR² portal.
- Involved in the successful rollout of the company's P.O.S system for Bali airport in Denpasar, Indonesia.

- ADDITIONALS -

Fast Healthcare Interoperability Resource (FHIR) Essentials Course (Oct, 2022)

Strategic Finance For Decision Makers (2021)

Business Pitch Coach for Lifepitch.com

Founding Member for iConnect Halal Supply Chain (2021 - 2023)

Certified Digital Marketing Professional, Digital Marketing Institute (2019)

MIT Global Startup Workshop (2018)

Mesiniaga High Achievers Award - Gold (2017)

Strategic Finance for Decision Makers (2017)

Simplified Strategic Planning (2016)

4DX—The Four Disciplines of Execution Program (2016)

Harvard Design Thinking Workshop (2015)

Certification Training for Business Analyst Professional – CBAP (2014, IIBA)

Jabatan Perdana Menteri (JPM) Certificate of Commendation (2010, PEMANDU)

Mesiniaga Service Excellence Award (2011)

Business Case, Business Case Masterclass (2012, Solution Matrix)

Influencer, Crucial Conversations (2012, Vital Smarts)

Enterprise Architecture Fundamentals (2011, Gartner, Melbourne)

Finance for Non-Finance Managers (2008,2012, MIM)

Mobile Banking & Payments Emerging Asia Summit (2012, Clariden Global, Bali)

Toastmasters (2008, founder – Mesiniaga chapter)

My Career References:**Wan Yussman Wan Yusof**

Chief Technology Officer

Air Asia Group Berhad

Mobile: 017 301 9300

Hamdan Supar

Head, Shariah Audit

Hong Leong Islamic Bank Berhad

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Nik Hisham Nik Ibrahim

Director

NUCap Ventures

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Haryati Hisham

Client Account HR Lead

Accenture

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Nazroof Hakim

CEO and Founder

Billplz Sdn Bhd

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My Character References:**Jasarudin Sahak**

Head, Client Implementation, GICS, Transaction Banking

Maybank Berhad

Mobile: 013 392 0293

Shamsul Fariz Ramli

Head of E-Channel,

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Rizal Yusof

Head of SME Banking,

Bank Islam Malaysia Berhad

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