



# HAZRUL BIN BAHAUDDIN

## Contact

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## Profile

18-years sales reflecting pioneering experience performance in telecommunications and IT industry. Remain on the cutting edge, driving new business through government and corporate account and establishing strategic partnerships and dealer relationships to increase company revenue.

## Key Achievement

- ❑ Come out with 5 upstream proposals for various Government Agencies worth **more than RM 200 million** within 2 years.
- ❑ Managing Jabatan Kastam Diraja Malaysia. Currently on deployment progress of their Cargo Scanner for Sabah and Sarawak worth **RM 95.0 million**
- ❑ 5 Years Contract for “Merekebentuk, Membangun, Membekal, Menghantar, Memasang, Mengintegrasikan, Menguji, Melatih, Deploy, Mentauliah Dan Waranti Bagi Sistem Aplikasi Scheme Management Untuk Perkeso” worth **RM 23.0 million** in 2019
- ❑ 3 Years Contract for Maintenance of 10G Intrusion Prevention System for Malaysia Airports Holdings Berhad (MAHB) worth **RM 3.3 million** in 2019
- ❑ 3 + 2 Years Contract for IT Service Management (ITSM) Solution for Kumpulan Wang Simpanan Pekerja (KWSP) worth **RM 1.1 million** in 2019
- ❑ 3 Years Contract for Providing Wide Area Network (WAN), Access Point, VOIP and backup Server for Etiqa Takaful Insurance Berhad worth **RM 11.2 million**
- ❑ Part of team member that manage to closed Suruhanjaya Syarikat Malaysia (Security Enhancement) tender worth **RM 33.0 million**
- ❑ Close a 3 years Wide Area Network (WAN) contract between HeiTech Padu Berhad and Koperasi Angkatan Tentera worth **RM 9.3 million**.
- ❑ Provide Cloud Virtual Private Server for Myanmar Visa’s production server worth **RM 216,000.00**

- ❑ Cloud Private Server for Suruhanjaya Pengangkutan Awan Darat (SPAD) for **RM 180,000.00**
- ❑ Secure a 5 years deal between TIME dotCom Berhad and Malaysian Communications and Multimedia Commission (MCMC) by providing connectivity to all major Telecommunications provider such as TM Berhad, TIME dotCom Berhad, Jaring, NTT MSC, Maxis, Celcom and DiGi.
- ❑ Value of contract worth **RM 4.32 million.**
- ❑ Secure a 3 years deal with HELP University College Sdn. Bhd by providing an internet access for their campus in a contract worth **RM 480,000.00**
- ❑ Secure 3 years deal with World Health Organization (W.H.O) by providing an internet access in a contract worth **RM 345,000.00.**
- ❑ Secure 3 years deal with Asia Pacific Institute of Information Technology (APIIT) by providing an internet access in a contract worth **RM 200,000.00.**
- ❑ Secure a year contract with Multimedia Development Corporation by providing internet access in a contract worth **RM 120,000.00.**
- ❑ Established a relationship with a government and GLC sector in account management such as:
  1. Kementerian Pembangunan Wanita, Keluarga dan Masyarakat
  2. ITIS – Dewan Bandaraya Kuala Lumpur (DBKL)
  3. Malaysian Communications and Multimedia Commission (MCMC)
  4. Multimedia Development Corporation (MDEC)
  5. Tenaga Nasional Berhad (TNB)
  6. POS Malaysia Berhad (POS)
  7. Majlis Amanah Rakyat (MARA)
  8. Amanah Raya Berhad (ARB)
  9. Perbadanan Nasional Berhad (PNS)
  10. Malaysian Biotech Corporation Sdn Bhd (Biotech)
  11. Pertubuhan Kebangsaan Melayu Bersatu (UMNO)
  12. Ministry Of Tourism (Tourism)
  13. Universiti Kebangsaan Malaysia (UKM)
  14. Universiti Teknologi MARA (UiTM)
  15. Universiti Malaysia Kelantan (UMK)

## Experiences

July 2021 – Present

HeiTech Padu Berhad

### Senior Account Manager

- ❑ Manage a team to generate revenue / income with new initiatives (upstream) proposal and securing low hanging fruit opportunity for focus account (JPM , MOF)
- ❑ Meet Financial Target and undertake necessary activities including pipeline development, relationship and rapport with customers.
- ❑ Understand market needs and able to identify opportunity to create more pipelines.
- ❑ Learning & Growth by attend training related to job description

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September 2020 – July 2021

Infomina Sdn Bhd

### Senior Account Manager

- ❑ Maintain an existing account such as Jabatan Kastam Diraja Malaysia
- ❑ Creating more revenue stream on the new customer for the company
- ❑ Maximizing profit and margin to the company
- ❑ Preparing reports, forecast and account status

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July 2016 – August 2020

HeiTech Padu Berhad

### Senior Account Manager, GLC

- ❑ Develop new business with new target customer such as SOCSO, EPF, SSM and MAHB
- ❑ Creating more revenue stream
- ❑ Maximizing profit and margin to the company
- ❑ Identifying client's pain and assist on client's request.
- ❑ Preparing reports, forecast and account status
- ❑ Lead point of contact for client's account management matters
- ❑ To manage assigned accounts and potentials
- ❑ To maintain business continuity and build rapport with existing accounts and new business contacts
- ❑ To secure new business from existing customers while

expanding the customer base for the assigned industry

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September 2013 – July 2016

HeiTech Padu Berhad

### **Channel Management & Client Manager**

- ❑ Managing HeiTech's channel partner and provide Data Centre infrastructure, solution and services.
- ❑ Provide cloud solution to targeted client
- ❑ To manage assigned accounts and potentials
- ❑ To maintain business continuity and build rapport with existing accounts and new business contacts
- ❑ To secure new business from existing customers while expanding the customer base for the assigned industry
- ❑ Identify areas for improvement from customer existing set-up / create needs for other services
- ❑ To work closely with business partners to gain more sales and other opportunities
- ❑ To liaise with solutioning team, operation team and other supporting team to achieve the target
- ❑ Conduct and manage all account management related activities such as proposal preparations, sourcing for solutions, conduct presentations, preparation of quotations and costing sheets, product delivery and installation, support and maintenance, project implementation, documentation, etc.
- ❑ Update all customer information / status into appropriate customer relationship management system
- ❑ Coordinate and manage all communications with customers, with management staff, with other internal teams such as technical, product, application development, finance, maintenance and support, project management, training, documentation management, etc.

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April 2012 – August 2013

Fusion Allied Networks Sdn Bhd

### **Manager, Sales & Marketing**

- ❑ Meeting Sales Target quarterly
- ❑ Developing constructive and cooperative working relationships with resellers, and maintaining them over time.
- ❑ Developing specific goals and plans to prioritize, organize, and work accomplishment.
- ❑ Developing and building teams by encouraging and building

- mutual trust, respect, and cooperation among team members
- ❑ Develops a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- ❑ Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.
- ❑ Initiates and coordinates development of action plans to penetrate new markets.
- ❑ Assists in the development and implementation of marketing plans as needed.
- ❑ Provides timely feedback to top management regarding performance.
- ❑ Provides timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin.
- ❑ Creates and conducts proposal presentations and RFP responses
- ❑ Controls expenses to meet budget guidelines.
- ❑ Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.

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January 2011 – March 2012

TIME dotCom Berhad

### **Senior Client Manager**

- ❑ Conducting assessment on customers' authentication through credit checking and credit worthiness for new application of services.
- ❑ Managing the overall account receivable for assigned high revenue Major Business in meeting collection target.
- ❑ Conducting regular face to face contact to build personalized customer relationship with all contacts within customer organization which are involving in managing end-to-end process of payment.
- ❑ To sell quality communication based solution to an assigned portfolio of customers. Ethically and fairly, represent TIME in all dealings with market place and the individual customer and in a manner that is consistent with the mission and principles of TIME.
- ❑ To achieve the sales, revenue, profitability and customer satisfaction & loyalty targets attributed to customers within assigned portfolio.
- ❑ To work with the communication specialist from other related divisions to assist with the development of solutions and

delivery of presentations & proposal to customers.

- ❑ To implement sales tactics and account management plan
- ❑ To update sales pipeline
- ❑ Responsible for maintaining customer, prospects and databases
- ❑ Manages the sales funnel
- ❑ Generate business through calls and follow-up on sales lead
- ❑ Work closely with support team, operational team to ensure schedule are met

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February 2010 – December 2010

Celcom Axiata Berhad

### **Account Manager**

- ❑ Take the lead role in selling mobile products & services to prospective organizations.
- ❑ Responsibility for the sales process from initial point of contract, presentations, proposals, through contract negotiations and execution.
- ❑ Meet or exceed minimum quarterly and annual sales target
- ❑ Work closely with the operation teams, utilize relationships to ensure that products & services implementation schedules are met
- ❑ Informs customer service representatives of customer problems, changes or new information in a timely, professional manner.
- ❑ Accurately creates request for all quotes, providing complete information for accuracy of estimate and submits to immediate supervisor for completion.
- ❑ Communicates with every division, internally or externally in a professional, timely manner.
- ❑ Educates customer in all phases of the customer's business.
- ❑ Prepares an annual plan for products & marketing to pursue and selling strategies for major accounts.
- ❑ Maintains, updates and utilizes a book of sample jobs for use in presentations and other selling situations.

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May 2006 – January 2010

TIME dotCom Berhad

### **Account Manager**

- ❑ Conducting assessment on customers' authentication through credit checking and credit worthiness for new application of services.
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August 2004 – November 2004

S.H.A.L Corporation

### **Practical Training**

- ❑ Gained experienced and skills in telecommunications and non-telecommunications field.
- ❑ Learn about fibre optics, wiring, computer system application, telephony and switching systems.
- ❑ Great improvement in communication skills in the working area and received invaluable knowledge.

## Training

- ❑ Completed 1 Year Course on “Management Development Programme (MDP)” in 2017
- ❑ Attended “MANAGING SALES PERFORMANCE” conduct by Dato’ Lawrence Chan Kum Peng in 2006
- ❑ Completed “English Language Learning Programme (ALTE L2) in 2007
- ❑ Attended “Consultative Sales Workshop” conduct by Scicom in 2008
- ❑ Complete “High Impact Presentation” conducted by Dale Carnegie & Associates, Inc. in 2008

## Education

### Tertiary

- ❑ Diploma in Telecommunications Engineering, Multimedia University of Malacca.
- ❑ Graduate in October 2005
- ❑ CGPA - 2.74 / 4

### Secondary

- ❑ **Sijil Pelajaran Malaysia** – Sekolah Menengah Teknik Ampangan, Negeri Sembilan (Electric & Electronic Engineering, 1997-1998)
- ❑ **Penilaian Menengah Rendah** – Sekolah Tinggi Port Dickson, Negeri Sembilan (1994-1997)

## Extra-curricular Activities

### Tertiary

- ❑ A member of Outdoor and Recreational Society (Outreacs) in MMU and actively participated in Taman Negara Exploration and Gunung Ledang & Gunung Angsi mountain hiking.
- ❑ Participated in Inter-Division Sports Tournament and involved in football and hockey.

### Secondary

- ❑ Become President of Kelab Kemahiran Hidup for 2 years from 1995 to 1996.
- ❑ Representing Port Dickson in Majlis Sukan-Sukan Daerah in athletics.
- ❑ From 1994-1998, has been appointed as librarian in both schools.



**Interests**

Playing and watching sports especially football. Enjoy watching movies. Loves traveling.

**Languages**

English and Malay Language

**Skills**

Market Engagement System	Advanced
Customer Management System	Advanced
Arbor Payment Management System	Advanced
Windows 95/98	Advanced
Windows 2000	Advanced
Windows XP	Advanced
Microsoft Office	Advanced
Microsoft Powerpoint	Advanced
Internet Explorer	Advanced
Computer Troubleshooting	Advanced
Adobe Photoshop	Advanced
Adobe Illustrator	Advanced
Microsoft Excel	Advanced
Network Troubleshooting	Intermediate
HTML	Intermediate
Java	Intermediate
C++ Language	Intermediate
C Language	Intermediate
Local Area Network (LAN)	Intermediate
Macromedia Flash	Beginner
Macromedia Fireworks	Beginner
Visual Basic	Beginner
Macintosh	Beginner

**Personal Traits**

Proficient in writing and communicating in Malay and English. A productive leader and an active team player in a group environment. Highly determine in achieving goals. A person that open to new ideas. A risk taker.

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**Expected Salary**

RM 13,000.00 negotiable

**References**

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