












# Curriculum Vitae

## Personal particulars

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 Age : 56



## Summary of Professional Working Experience

	<b>Collabera Digital Malaysia Sdn Bhd</b> Jan 2023 - present Position: <b>Associate Vice President</b>
	<b>NTT DATA Malaysia Sdn Bhd</b> (August 2019 – Dec 2022) Position: <b>Director Client Partner</b>
	<b>Oracle Corporation Malaysia Sdn Bhd</b> (June 2018 – August 2019) Position: <b>Senior Sales Manager – Applications</b>
	<b>TATA Consultancy Services Malaysia Sdn Bhd</b> (February 2015 – June 2018) Position: <b>Sales Director – Government &amp; GLCs</b>
	<b>SAS Malaysia Sdn Bhd</b> (February 2013 – February 2015) Position: <b>Sales Manager – Public Sector</b>
	<b>SI Business Solutions Sdn Bhd</b> (February 2008 – January 2013) Position: <b>Owner, Managing Director</b>
	<b>Malaysia External Trade Development Corporation</b> (June 2006 – February 2008) (National Trade Promotion Agency of Malaysia -under Min. of International Trade and Industry) Position: <b>Director of E-Commerce Unit</b>
	<b>Stratus Technologies</b> (March 2004 – February 2006) Position: <b>Country Manager</b>
	<b>Microsoft Malaysia Sdn Bhd</b> (July 2000 – February 2004) Position: <b>Business Manager</b>
	<b>IBM Malaysia Sdn Bhd</b> (February 1996 – June 2000) Position: <b>Business Development Manager</b>
	<b>Shell Malaysia Sdn Bhd</b> (July 1991 – February 1996) Position: <b>Marketing Executive</b>

**Personal Characteristics**

1. Natural sales hunter
2. Experience Sales professional especially in the areas of business development, sales management and project delivery.
3. Great in relationship building at C level, managerial and even at working level, making fast and smooth penetration into new accounts.
4. Team player, able to lead and work with team across multi divisions towards common goals.
5. Articulate and creative in presenting value propositions.
6. Channel management, effectively plan, manage and work with partners for indirect engagement.

**Professional Achievement**

1. Developed Microsoft practice for NTT DATA Malaysia
2. Developed key profitable accounts for NTT DATA, TATA Consultancy Services, SAS and Microsoft Malaysia.
3. High sales achievement records

**Soft Skills**

1. Excellent presentation and communication skills
2. High Leadership skills
3. Power Negotiation skills
4. Excellent Resource Management

**People Management at the companies below:**

1. Collabera Digital
2. SI Business Solutions Sdn Bhd
3. MATRADE – Malaysia External Trade Development Corporation
4. Stratus Technologies
5. IBM Malaysia Sdn Bhd

## Professional Working Experience



**Collabera Digital Malaysia**  
Jan 2023 - present

Position: **Associate Vice President**

Responsibilities:

- Leading a sales team of 6
- Develop and execute business development, territory and account plans
- Focus on Apps Modernization, Cloud Computing, Gen AI, ML and analytics
- Lead generation and lead management.
- Manage strategic coverage and relationship at senior executive level
- Establish strategic partners for go to market

Accounts and key projects

- a. AEON Digital Bank
- b. Saleswork International
- c. AgroBank
- d. Affin Bank
- e. UEM Sunrise
- f. Canon Opto Malaysia



**NTT DATA Malaysia Sdn Bhd**  
August 2019 – December 2022

Position: **Director Client Partner**

Responsibilities:

- Responsible for services sales to non Japanese MNCs
- Setting up Microsoft practice for Malaysia subsidiary
- Leading a team of 2.5 headcount
- Develop and execute territory plan for FSI, Automotive and Manufacturing industry
- Establish contacts and develop relationship with C level
- Hunt, lead and manage sales opportunities to closure
- Lead pre-sales and technical support in sales engagement
- Plan, align and lead internal resources for smooth project execution
- Focus on Cloud Migration, IT optimization, DevOps and Analytics

Accounts and key projects:

- a. Large conglomerates: UMW Group, Tan Chong Group, DRB Hicom
- b. Selected FSI – Bank Muamalat, Bank Simpanan Nasional, Affin Bank, Hong Leong Bank, Agro Bank, Lonpac Insurance & Prudential Insurance



**Oracle Corporation Malaysia Sdn Bhd**  
June 2018 – August 2019

Position: **Senior Sales Manager – Applications**

Responsibilities:

- Responsible for product sales (ERP applications) - SaaS model.  
Lead account planning process that develops account strategy, financial targets and critical milestones
- Lead and manage end to end sales process through engagement of appropriate resources such as Pre-Sales Consultants, Oracle Consulting, Executives, and Partners
- Defining appropriate Oracle ERP Value Propositions and driving the implementation of sales and marketing campaigns
- Understand the competitive landscape and customer needs to effectively position Oracle ERP Cloud offerings
- This is an individual contributor role

Accounts and key projects:

- a. Petroliam Nasional Berhad (Petronas) – including all subsidiaries
- b. Tenaga Nasional Berhad – including all subsidiaries



**TATA Consultancy Services Malaysia Sdn Bhd**  
February 2015 – June 2018

Position: **Sales Director – Government & GLCs**

Responsibilities:

- Responsible for services sales
- Identify, develop and convert sales leads to closure
- Plan and execute sales strategies
- Deep understanding of customers' business environment
- Leads cross functional team
- Relationship management at CXO and BOD level
- Lead a team of Pre-sales support, Technical support and Sales Administrator.

Accounts and key projects:

- a. Petronas Lubricants International – Group Master Data Management

- b. Employees Provident Fund Board (EPF) – Enterprise Infrastructure Roadmap & Implementation services
- c. Pos Malaysia Berhad – Datapos Business Operating System (DBOS)
- d. Malaysia Airports Holdings Berhad (MAHB) – IT Roadmap workshop



**SAS Malaysia Sdn Bhd**  
February 2013 – February 2015

Position: **Sales Manager – Public Sector**

Responsibilities:

- Responsible for product sales (SAS' softwares)
- Develop SAS' big data analytics market for Public Sector
- Develop territory plan and specific account plan
- Develop go-to-market plan, leveraging internal / regional resources, and partners
- Recruit strategic business partner
- Major account management
- This is an individual contributor role

Major accounts:

- a. Malaysia Income Tax Department
- b. National Registration Department
- c. Royal Malaysian Immigration
- d. Ministry of Transportation
- e. Tabung Haji



**SI Business Solutions Sdn Bhd**  
February 2008 – January 2013

Position: **Owner, Managing Director**

Responsibilities:

- Responsible for services sales
- Business Development
- Leading a team of 5 headcount
- Responsible for profit and loss
- Develop strategic partnership with business partners such as Microsoft, Oracle, Dell, Juniper Networks, QMS Asia Pacific and Pericomp Systems.
- Hire, train and manage project team of six members

Key projects:

- a. Tunisia Government – Tunisia Islamic Financial Hub
- b. DagangNet Technologies - Call Center project
- c. Mintye Industries Berhad – Sales Order Management System
- d. MATRADE – Feedback Management System



**Malaysia External Trade Development Corp.**

(National Trade Promotion Agency of M'sia -under Min. of International Trade and Industry)  
June 2006 – February 2008

Position : **Head of E-Commerce Unit**

Responsibilities:

- Responsible to set up this new established unit.
- Recruited and led a team of 7 headcount
- Report to Senior Director of Exporters Development Division
- Promote National Single Window concept to stakeholders, which includes Royal Malaysian Customs, Government Agencies, Freight and Forwarding Agencies, Shipping agents, etc. National Single Window is a project to facilitate movement of goods at all entry and exit points in the country via data reusability, interoperability and standardisation of data by all trading communities that use this web based service for the electronic exchange of trade documents
- Conduct requirements study and implementation plan for National Single Window.
- Attain agreement for implementation of National Single Window from its' stakeholders ie; Malaysian Customs, Govt. Agencies, Freight Forwarders (sea, land and air freight), Ships Owners/Agents, Trade Association, etc.
- Represent Malaysia for the ASEAN Single Window.
- Lead a team of six – two managers and four assistant managers



**Stratus Technologies**    March 2004 – February 2006

Position: **Country Manager**

Responsibilities:

- Responsible for the setting up Malaysia office
- Responsible for product and services sales
- Report to Regional Director – South East Asia
- Leading a team of 3 headcount
- Developed, maintained and implemented sales plan

- Recruited and developed channel partners - distributor and solution partners
- Market development activities
- Lead a team of Pre-sales and Technical support.

Key projects:

- Permodalan Nasional Berhad - Investment Re-engineering Project. Worth RM 20 million
- Tenaga Nasional - Power Plant Monitoring Systems Worth RM 14 million
- Telekom Malaysia – Cable Monitoring System. Worth RM 4 million.
- Ambank's Data Center Project. Worth RM 4 million



**Microsoft Malaysia Sdn Bhd** July 2000 – February 2004

Position: **Business Manager – Public Sector Group**

Responsibilities:

- Responsible for product and services sales
- Report to Public Sector Director
- Developed, maintained and implemented sales plan
- Managed key parent accounts
- Established and maintained good relationship with customers
- Engaged solution partners in driving opportunities
- Developed joint business plans with partners and executed Go To Markets (GTM) initiatives
- This is an individual contributor role

Segments/Accounts:

Federal Ministries	-	12 Federal Ministries including their agencies
State Government	-	All states government
Govt Linked Companies	-	Permodalan Nasional Berhad Golden Hope Plantations Lembaga Tabung Haji

Key Projects:

- Election Commission - Online Voter Registrations Systems. Worth USD 3.5 million.
- Permodalan Nasional Berhad – Enterprise Agreement. Worth USD 1.5 million.
- Golden Hope – Business Intelligence. Worth USD 1.5 million.



**IBM Malaysia Sdn Bhd** (February 1996 – June 2000)

Position: **Business Development Manager – Travel & Transport Sector**  
Small and Medium Business Division (January 1998 – June 2000)

**Responsibilities:**

- Responsible for product and services sales
- Report to General Manager – Small and Medium Business Division
- Developed, maintained and implemented sales plan
- Carried out demand generation activities, such as seminar, technology briefing, telemarketing call out, etc.
- Channel management
- Managed focus accounts.

**Accounts:**

- Integrated Logistics
- Kontena Nasional
- West Port & North Port

Position: **Team Leader – IBM Direct**  
(February 1996 to January 1998)

**Responsibilities:**

- Report to Manager – IBM Direct
- Assisted the Manager in setting up the tele-coverage team
- Leading a team of 7 headcount
- Developed message management for effective tele-coverage
- Focused on customers' planned upgrades and scheduled purchase
- Focused on Customer Satisfaction activities.

**Accounts**

All IBM installed based.



**Shell Malaysia Sdn Bhd** (July 1991 – February 1996)

Position: **Marketing Executive - Lubricants Department**  
(January 1994 – February 1996)

**Responsibilities:**

- Report to Manager – Lubricants Channel Business
- Carried out marketing plan for branch offices
- Conducted periodic market surveys and prepared market reports
- Prepared market reports
- Managed key accounts

**Key Accounts:**

- Federal Auto – Volvo service outlets
- Auto Dunia – Audi service outlets





- Daihatsu Malaysia
- Fiat Malaysia

Position: **Distribution Analyst – Marketing Operations Department**  
(July 1991 to December 1993)

**Responsibilities:**

- Report to Distribution Manager
- Responsible for operation expenditure reports and analysis
- Benchmarked distribution worksites performance
- ISO implementation team member
- Coordinated and facilitated annual budget exercise for 22 worksites

**Academic Background**

	<p><b>Masters in Science - Information Management – July 2003</b> Universiti Teknologi Mara</p>
	<p><b>Bachelor in Business Administration (Honors) – June 1991</b> Double major – Management &amp; Marketing. Universiti Utara Malaysia</p>

**References**

Will be provided upon request.