

Resume

Personal Details

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Date of birth: 19 November 1967
Gender: Female
Nationality: Malaysian Chinese

Qualification

Career Objectives

To attain a position in a diverse cultural & dynamic organization that provides opportunities for new challenges & experience.

Knowledge and Skills

1. 25 years working experience in Healthcare industry, where 18 years in global manufacturing environment and 7 years in hospital environment.
2. 21 years in managerial position, of which 13 years in the capacity of Chief Financial Officer.
3. Finance and accounting knowledge (experience in IFRS)
4. Financial information analysis and commentaries
5. Experience in using SAP ERP system (FI, CO, SD, MM)
6. Budgeting exercise, cost center planning and variance analysis
7. Business controlling and feasibility studies
8. Business process optimization and system development
9. Supply Chain & Inventory Control
10. Have good understanding of Asia Pacific working culture & business practices
11. Project management (SAP R/3, Production transfers, Supply Chain Management etc.)
12. Financial Leadership to Management Board of Asia Pacific region
13. Able to communicate effectively across all levels and cross-functional
14. Strong attention to details
15. Proficient in Microsoft Office

International assignments

- Jan 2001 – Dec 2001 Seconded to Head office in Germany as International Controller.
- Apr 2008 – Jun 2009 Seconded to subsidiary in India (Mumbai & Chennai) as CFO.

Language

- Spoken: English, Mandarin, Cantonese & Malay.
- Written: English, Chinese, Bahasa Malaysia.

Academic Qualification

- Professional degree in Accountancy, CIMA, UK (1992), Associate Member ACMA (1997)
- Chartered Accountant, MIA Malaysia (1998)
- CPA, Australia (2014)
- MBA, University of Wales, Cardiff, UK (1994)

Working Experience

Audit Assistant (1988)

Payne Davis & Co., Ipoh, Perak, Malaysia

Accounting & Audit Firm

As an Audit Assistant in a medium size Audit Firm and has been involved in the audit of small, medium and public listed companies covering wide range of business activities including trading, construction, manufacturing, and servicing etc. My job mainly performs basic Accounting and Auditing functions i.e. carry out compliance testing, substantive testing and analytical review of financial statements.

Note: Year 1989-1991 Pursuing CIMA Professional degree full time in Kuala Lumpur.

Finance Assistant (1992-1993)

Alquip Sdn. Bhd. Kuala Lumpur, Malaysia

Heavy Equipment Trading Company

My responsibility is to assist the Operations and Finance Manager in day to day accounting/financial matters as well as administrative functions including monitor internal policy of the company, develop and implement accounting policies, procedures and accounting systems, and to provide financial information for internal management use and for external statutory requirements.

Note: Year 1994 Pursuing MBA full time in United Kingdom.

Corporate Controller/CFO/Regional Supply Chain Management Project Manager (1995 - 2013)

B. Braun Medical Industries Sdn. Bhd.

Penang, Malaysia

B. Braun is a global healthcare company. It markets and sells products and services catering to basic healthcare, intensive care units, anesthesia and emergency care sectors. The company also provides solutions for extracorporeal blood treatment and core surgical procedures. B. Braun employs approximately 50,000 employees and subsidiaries on five continents, in >50 different locations worldwide with Annual Sales Turnover of >Euro 5.0 billion. The regional headquarters is strategically situated in Malaysia (B. Braun Medical Industries Sdn. Bhd., Penang) and the site houses B Braun Group's largest manufacturing site outside Europe with >5,000 employees. This has greatly facilitated the company's effort in maintaining strong relationships with customers while paving the way for more synergistic contributions to improve healthcare services in Asia Pacific.

Held various positions including:

- Corporate Accountant (Asia Pacific, 1995-2000),
- International Controller (Germany, 2001),
- Division Head of Corporate Controlling (Asia Pacific, 2002-2005),
- CFO (Malaysia, 2006-2011 & India, 2008-2009) and
- Regional Supply Chain Management (SCM) Project Manager (Asia Pacific, 2011-2013).

Main duty and responsibility include:

Group Management Accounting & Reporting:

- Responsible for Asia Pacific Group Management Account consolidation using Excel Retrieve and Hyperion System.
- Review policies, systems and reporting requirements and recommend changes for improvement.
- Support and manage internal and external audit requirements, including ensuring timely resolution of audit findings and comments.
- Developing and implementing group financial reporting system and guidelines for Asia Pacific group of companies.

Business Controlling and Financial Analysis:

- Leading a team of 15 (5 direct reports).
- Direct report to Vice President of Finance, Controlling and IT, Asia Pacific.
- Scope of responsibilities included:
 - Business Decision Support to 4 Strategic Business Units (Stakeholders: Regional Sales & Marketing and Business Development).
 - Investment and Central Division Controlling (Stakeholders: Finance Managers of Asia Pacific Subsidiaries).
 - Product Cost Accounting and Production Controlling (Stakeholders: Production Managers and Plant Controllers).
- Review & comment on subsidiaries' performance
- Prepare monthly performance report to Management Board of Asia Pacific.
- Maintain and/or supervise the maintenance of systems and controls necessary to provide accurate accounts of expenditures and budget balances.
- Co-ordination and compilation of the annual budgeting exercise, cost center planning and standard cost accounting.
- Perform project feasibility study, cash flow forecasting and investment appraisal.
- Travel extensively to countries in Asia Pacific for special audit, reporting guidelines control & enforcement, accounting and financial control system implementation & training.

Financial Accounting and Management:

- Leading a team of 20 (4 direct reports).
- Direct report to Regional CFO of Asia Pacific.
- Scope of responsibilities:
 - Financial accounting & reporting (accounting, banking, treasury and taxation).
 - Financial management & controlling (sales & margin analysis, budgetary cost management, working capital management, investment & IT controlling, transfer price calculation and credit management).
- Review and process routine accounting data for revenue and expenditures, review and report financial transactions; ensure accuracy, completeness, and compliance with local regulatory requirements, IFRS (International Financial Reporting Standards) and audit procedures.
- Responsible to work directly with corporate and local government agencies pertaining to taxes, import/export, treasury and other relevant activities.
- Responsible for department overall efficiency and effectiveness including staffing, job assignment, deployment and achieving Finance department's goals and objectives.

- Contribute and participates in the overall management of the entity including planning, developing and implementing the operational strategy.
- Overseeing company performance and ensuring transparency & data integrity in all dealings.

System Development & Implementation:

- Design and implement a window-based management reporting system for consolidation and group reporting purpose (2002).
- Participate as power user in concept and design phase of business warehouse for sales & inventory statistics and analysis (2003).
- Design and implement a database system for inter-company transfer pricing calculation and documentation (2003).
- Participate in Hyperion group consolidation system configuration (2004).
- Business process coordinator for SAP FI & CO module involved in business process gap analysis and master data verification (2003). Provide training and post-implementation supports to SAP rollout countries.
- Develop and implement an electronic expense claim processing and approval system (2005).
- Develop and implement an electronic asset management system for tagging and disposal approval (2006).
- Implement EDI (electronic database interface) for inter-company accounts payable and receivables in SAP platform (2008).
- Implement SRM (Supplier Relationship Management) to facilitate Procure to pay process in SAP platform (2010).
- Develop and implement a Distributor Management System (DMS) for order processing and order fulfillment (2012/3).

Project Management:

- Leading project teams implementing SAP ERP system rollout in Malaysia (Go live in 2003) and India (Go live in 2008). Key responsibility includes business process gap analysis and coordinate all stakeholders from different discipline to ensure system and business integration.
- As the Financial Controller in the project team overseeing financial & tax impact of the Product transfer from Production site @ Penang, Malaysia to Production site @ Chennai, India. Key responsibility includes financial feasibility, documentation preparation and system set up to effect the transfer.
- Setting the SCM Strategies to grow Asia Pacific sales from Euro 600 million to Euro 1200 million in 3 years without growth in operating costs. Key responsibility includes transforming roles of SCM to be closer to business & streamlining processes through a center-led organization for Asia Pacific group of companies and dealers segmentation.

Achievements

- Setting the Supply Chain Management (SCM) Strategies to support sales growth without increase in operating costs (2013).
- Implement and manage SAP R/3 rollout in 2 legal entities based in Malaysia & India (2003 & 2008).
- Reorganize Finance department to go beyond reporting and compliance with focus on business & financial controlling (2006).
- Leading a team of 7 on a special project to reform & upgrade company canteens and won a trip to Korea (2005).
- Develop and implement a window-based consolidation and reporting system for subsidiaries across the region of Asia Pacific (1998).

Note: June 2013 – August 2014 Resided in Western Australia, Australia

Chief Financial Officer (Sep 2014 – Feb 2022)

Columbia Asia Sdn. Bhd.

Selangor, Malaysia

Columbia Asia Sdn. Bhd. develops and operates network of 13 hospitals in Malaysia and 3 in Vietnam with approximately 3,000 employees and annual gross revenue of USD200 million. The hospital offers a wide range of clinical services such as Obstetrics & Gynaecology, Internal Medicine, General Surgery, Pediatrics, Ophthalmology, ENT & Orthopedics. Columbia Asia is committed to remain the preferred choice for insurance companies, corporates and families. The company is still growing, and more new hospitals will be developed in the region.

Finance, Central Procurement & IT

Leading a team of 50 (7 direct reports).

Direct report to CEO of South East Asia

Scope of responsibilities:

- Financial & Management Accounting & Reporting
- Funds Management & Treasury
- Pricing Strategies and Review Process
- Central Procurement and Sourcing
- Credit Control & Collection
- Business Process & Internal Control
- MIS, Infrastructure & Software Development
- Legal & Secretarial

Main duty and responsibility include:

Responsible for overseeing and directing the organization's financial goals, objectives, and budgets.

Meets with the Board and company executives to develop financial goals and budgets.

- Develop and implement organization's financial goals.
- Review CAPEX investment and feasibility study.
- Supervise cash management activities.
- Execute capital-raising strategies to support a firm's expansion.
- Supervise the preparation of the annual budget.
- Monitor and control accounts receivables including visiting Corporate Clients/Insurance/TPAs.
- Review and comment on financial results of Hospital.
- Develop and monitor policies and procedures within generally accepted accounting principles and Corporate guidelines to ensure enough cash flow, reduced operating costs, and increased revenues.
- Review Operation Key Performance Indicators (KPIs) e.g. Outpatient and Inpatient Census, Occupancy Rates, Average length of days etc.

Achievements

- Develop Credit Control Organization in the Hospital Finance Organization & setting relevant Key Performance Indicators to monitor the collection performance in the hospital environment (2014).
 - Institutionalize best practices & standard procedures in Finance, IT & Central Procurement Organization (2015-2016).
 - Implement organization wide Key Performance Indicators (KPIs) and reward mechanism for Management Office and Hospital Management (2017).
 - Development of Pricing Model for the organization and price review mechanism (2017).
 - Development of Budgeting tool for the organization (2018).
 - Improve closing activities and reduce month end closing and reporting timeframe from 5 to 3 days (2020).
 - Develop an online documentation exchange integrated system between Hospital and Insurance companies (2021).
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Others

Personal Qualities

- Uphold integrity & transparency
- Result oriented
- Pro-active
- Enjoy challenges
- Keen to learn

Travelling / Relocation

Flexible to travel and relocation

Interest

- Outdoor cycling
- Watching movies

Expected salary

Negotiable (depend on job scope and location)
