



PERSONAL PARTICULARS

NAME : **Siti Nubailah Mohd Ishak**
DATE OF BIRTH : 25 August 1977 (Age: 46)
HOMETOWN : Kuala Lumpur
MARITAL STATUS : Married
LANGUAGES : Written - English and Malay
Spoken - English and Malay
MOBILE NO. : 016 3335328
EMAIL : sitinubailah@gmail.com
NATIONALITY : Malaysian

EDUCATION

December 2014	UNIVERSITY OF DERBY Master in Business Administration specialization in Marketing
2001	INTERNATIONAL ISLAMIC UNIVERSITY Degree in Human Sciences Majoring in Public Relations
1995	INTERNATIONAL ISLAMIC UNIVERSITY Matriculation

SUMMARY & ASSESSMENT

Experience

- Close to **19 years working experience with 15 years sales experience in the IT sector**
- More than 15 years' experience in managing government and government linked sector; Direct and Channel experience
- Worked in MNCs and local setups

Personal Attributes

- Described herself as someone **Patient** and **Responsible**
- **Adaptable** and **Good Problem Solver**
- **Good in Negotiations Skills**
- **Good People skills**

Area for improvement

- Would like to improve on her people management skill

Push/Pull Factors

- Opportunity to move to a new industry

CAREER BACKGROUND

Feb 2004 to Present **ACER SALES & SERVICES (M) SDN BHD**
(Taiwanese based Hardware Company)

Mar' 10 – present Senior Business Development Manager

Feb' 04 – Feb' 10 Account Manager

- Report directly to Chief Business Development Officer
 - Responsible for managing assigned new and existing Government/GLCs and
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Telecommunications accounts

- Ensure KPIs set are achieved
 - Manage overall project (proposing, quoting, follow up, negotiation, arrange payment method, monitor delivery process, monitor issue, monitor after sales performance)
 - Develop leasing program (both finance and operational lease) and buy back scheme with leasing partners to secure accounts with great potential. Positioned Acer strategically on top of other competitors whenever necessary
 - Performed the whole sales cycle to customer– prospecting, approaching, presenting, and closing
 - Maintaining good relationship with all stakeholders
 - Manage good network with first tier, VIPs and partner and users of account
 - Very good relationship with Government bodies for special projects/ adhoc projects
 - Work closely with relevant parties to ensure timely delivery partners like System Integrator and distributors to create more business opportunities
 - Managing, and monitor every project secured for at least 3 to 5 years of contract awarded to Acer
 - Provided assistance to channel partners to close tender and sales.
 - Formulated strategies with channel partner to penetrate into potential accounts.
 - Servicing existing direct corporate customer and built new direct corporate customer
 - Managing public sector Southern accounts; Negeri Sembilan, Melaka and Johor
 - Key Account under portfolio public sector include Prime Minister's Department and Agencies, Ministry of Agriculture and Agro Based Industry and Agencies, Ministry of Finance, Ministry of Communications and Multimedia Malaysia, Ministry of Health, Ministry of Home Affairs, Ministry of Transport, Ministry of Rural Link, Ministry of Human Resources, and State Local Council
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2002 to 2004
Public Relations

PUTERI UMNO MALAYSIA

- Preparation of proposals, press releases, press kits, speeches, publications
- and other related materials and organization work for press conferences, launches, events and he like;
- Media monitoring, public relations reports and press reports;
- Attending to press enquiries (pre & post event)
- Event coordination and management
- Build rapport and establish relationship with government ministries and department
- Focusing on special projects headed by Puteri Umno Head under Datuk Seri Azalina binti Othman Said

SUMMARY OF WORK EXPERIENCE/EXPOSURE

Project: UMNO GENERAL ASSEMBLY 2003

Date: 17/06/03 – 21/06/03

Brief: Announcement of activity

Skills attained:

Press release writing: Media targeting, media monitoring, establish relationship with government ministries

Project: Malaysian Peace

Date: 12/04/03

Brief: Announcement of activity

Skills attained : Press advisory writing, media liaising and media monitoring, post event report writing, event coordination, venue set up and reservation and establish relationship with government ministries

2001 to 2002

**LIMKOKWING INSTITUTE OF CREATIVE
TECHNOLOGY**

JOB COVERAGE

- In charge of all curriculum processing
 - Contributing to all aspects of planning, implementing and monitoring curriculum module
 - Controlling staff training programme
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- Writing curriculum module for adults and kids programme as well as doing administrative duties

Referees:

1. Meor Munawir bt Meor Yusof
Chief Business Director of Business Development Department
Acer Sales & Services Sdn Bhd
Mobile no: +6011-1010 1100
2. Samsul Bahari Nonchi
Director ICT Majlis Perbandaran Petaling Jaya
Mobile: +60 12-388 9003

REMUNERATION

Current Annual Package	:	RM 169,500 (RM 13,000 x 13 months)
Current Basic	:	RM 13,000 per month
Bonus	:	Fixed 1 month Variable 8 months
Fixed Allowance	:	Petrol & Toll RM 1,000 per month
Benefits	:	Mobile Full reimbursement Parking Reimbursement >RM6 per receipt
Expected Remuneration	:	RM 16,000 per month

AVAILABILITY

Notice Required	:	2 months
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