



## MAX FOONG

Results-driven Senior IT Professional with Over 22 Years of Experience

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- Project Management Professional (PMP), PMI
- IT Infrastructure Library (ITIL) Certified
- EMC Information Storage Certified
- Agile Project Management Foundation Certified
- MCP – Microsoft Certified Professional
- Lean 6 Sigma Black Belt (Transactional) & Green Belt (Manufacturing) Professional
- PSMB (Ministry of Human Resources Malaysia) Certified Competence Trainer
- Bachelor's Degree in Information System Engineering, Campbell University, United States

### CAREER SUMMARY

- Results-driven senior IT professional with over 23 years of experience in the areas of project management, Agile project management, IT Infrastructure/Security and operation management, data center management, Cloud and virtual computing formation and implementation, IT NOC and service desks startup and management
- Experiences include Business Continuity Management and large IT infrastructure projects such as Data Center Migration and Relocation, Backup, Recovery and Archival Systems, and software development in the manufacturing, financial services, telecommunication, oil and gas sectors, and Government-linked companies

### EMPLOYMENT HISTORY

**Dell EMC || January 2012 – Present**

**Consultant - Technical Solution Program/Project Manager:** 2018 - Present

**Senior Advisory Technical Project Manager:** (2016 - 2018)

**Senior Project Manager:** (2012 - 2015)

#### Summary:

Managed the delivery of medium to large IT infrastructure projects from design through stabilization phases for the financial, manufacturing, public and government sector, and telecommunication institutions.

#### Responsibilities:

- Managed the implementation of medium- to enterprise-wide, storage backup and recovery solutions for highly critical banking, manufacturing, and Telco industry.
- Managed the storage technology refresh, storage capacity upgrade for multi-OS/vendor/hardware environment.
- Managed the implementation of Cloud and virtualization projects.
- Cloud Fit Application Assessment - Leveraging the cloud technology to improve IT operating efficiencies
- Defined project scope captured in the services statement of work by working closely with the customer and sales team to identify specific customer requirements
- Developed and maintained project plans, documentation, risk management, communications, action and issue logs, weekly status reports, and meeting minutes
- Communicated to all concerned parties project milestones, status updates, as well as any existing or potential customer escalation issues
- Proactively followed escalation and change control processes, and served as the primary interface to the clients, vendors and all EMC personnel associated with the projects
- Adhered to EMC's revenue recognition rules and policies and worked with the Corporate Program team to coordinate and validate weekly revenue forecast.
- Consistently delivered the committed PS revenue (US\$~1.2M/Year, contributed 25% of the in country yearly revenue).
- Tracked project expenditures against approved budgets

- Led a team of EMC Certified Professional Engineers and Project Managers on a project program-assigned basis.
- Pioneer team in SAP EMC PROPEL implementation.
- Super User and pioneer team in deploying new DellEMC Global Project Management Methodology, templates and tools.
- Lead PM for country VxRail Hybrid Converged Instruction deployment, by using Smartsheet as global project collaboration tools.

#### Customers base and example of projects:

- Public Bank Berhad: PBB Storage and Backup Tech Refresh Project - Account Technical Program Delivery Manager
- CIMB (Malaysia 2<sup>nd</sup> Largest Financial institute) – Account Technical Program Delivery Manager:
  - CIMB Storage Horizon Project: Strategically technical swap out competitor's storage (IBM AS400, Oracle storage), replacing with DellEMC All Flash Array (Total 5 sites, involved 9 x All Flash Storage + 4 x MDS + SAN switches + Data Domain + DLM ~ 270 hosts, ~ 4PB)
  - CIMB Backup Transformation Project: 6 x Units Data Domain (5 x sites) implementation and integration with Networker, with remote de-duplicated data replication. Convert ~ 200 clients to tape less backup (total backup capacity ~ 2.2PB)
  - CIMB Storage All Flash Project: Implemented Malaysia 1st VMAX3 450 AF All Flash array. Migrate ~ 80TB data from various storages (DMX4, VNX, Oracle ZFS) for banking critical application (GFMS, Bank trade, Murex).
  - CIMB 1P Core Banking Project: Major 2 years Core Banking implementation project. Involved 2 sites, 2 x VMAX2 + 2 x Core Switches, SRDF replication. Migrated ~ 50 hosts, ~ 86TB capacity. Provide post implementation onsite support, Configuration Guide, Cookbook etc.
  - CIMB CLICKS Online Banking: Disaster Recovery Project: RPA CRR (Recover Point) implementation (1st in Malaysia)
  - CIMB SAN CORE Switches Tech Refresh: Consolidate 8 x Cisco SAN switches into 2 x Brocade DCX-B SAN directors.
  - Disaster Recovery Exercise: provide yearly 2 x DR exercise onsite support. Involve SRDF failover and failover support.
  - Avamar Backup Implementation: Integration Networker with Avamar backup
  - Storage Tech Refresh and Capacity Upgrade: key contact P.I.C to aliases with CIMB Infrastructure Team and EMC Account Team to advice and work on the various storage tech refresh and capacity upgrade projects.
- **Maxis (Malaysia Largest Telco Company)**
  - Maxis Telco Application Transformation Project (Amdocs): Partnering with Amdocs, provide Storage (4 x VMAX3 850F), backup (4 x DD9500) and SAN Directors (4 x DS8510) implementation PS Services.
  - Mediation (key Telco Application) Storage Migration Project: Data migration from IBM storage to VNX7600 for 48 - SOA and Mediation application servers. To project manage migration of 5 x GPFS clusters with a total of 115TB of data (1st in Malaysia). Example Email recognition from customer:
  - Maxis Unity Flash Project: Implement new EMC Unity 500F storage (1st in Malaysia) and perform data migration for EBD and ETL servers from IBM SVC to Unity.
  - Data Domain Controller and Capacity Upgrade: DD controller Online head swap L (from DD7200 to DD9500, DD4500 to DD7200 - 1st success case in Asia)
  - Storage Tech Refresh and Capacity Upgrade: key contact P.I.C to aliases with Maxis Infrastructure Team and EMC Account Team to advice and work on the various storage tech refresh and capacity upgrade projects.
- Customers Base: Dedicated and trusted PM to handle below customer from different industrial sectors (various storage/backup technology refresh, capacity upgrade, data migration, data center relocation projects etc.)
  - **Manufacturing** (dedicate PM for all Manufacturing accounts): Infineon, Intel, Flextronics, Osram, Motorola, Molex, Jabil, Linear Online, Freescale, First Solar, B-Braun, Celestica, ATMEL, Avago, Altera, Samsung, Siltera.
  - **Financial Institute (Private and Government sector)**: CIMB, Public Bank, UOB Bank, Alliance Bank, KWSP, KWAP, Metlife HK/KL, AIA, Prudential, RHB Bank (1st Mainframe migration to VMAX3 in Malaysia)
  - **Telco, O&G, Logistics/Transport**: Maxis, Digi, Celcom, Jaring, Nippon Oil, DHL, Tan Chong Motor, Sime Darby

- **SEA Countries:**
- Brunei: His Majesty Sultan Force (HMSF), Royal Brunei Police.
- Vietnam: Prudential Viet, Vietnam Mobile Telecom, Viettel Group, Citibank, Vietnam Telecomms, FV Hospital, Petro Vietnam Finance Joint Stock Corp, VeitinBank, Vietnam Mekong Housing Bank,
- Cambodia/Myanmar: Hello\_Axiata, CamGSM, Public Bank, MYANMAR MAHAR HTUN, Cambodia Ministry of Public Works and Transport

#### **Texas Instruments (M) Sdn. Bhd. || October 2008 – December 2011**

**Senior Global Service Desk Manager (Corporate) (2011) *(Added Responsibility – new startup)***

**Senior Global UNIX & Storage Manager (Corporate) (2009 – 2011) *(Added responsibility – new startup)***

**Senior IT Infrastructure and Operations Manager (Malaysia) (2008 – 2011)**

#### **Summary:**

Managed a team of 30 engineers that supports the infrastructure environment and project implementation of various platforms, services and systems.

#### **Responsibilities:**

- Managed startups Global Storage Operation team in KL, implemented Follow-the-Sun 24x7 storage operation support for TI worldwide storage systems (HP SAN, NetApps, EMC, HDS)
- Managed startups for Global UNIX operation team & Global Service Desk to provide 24x7 proactive support to TI worldwide manufacturing UNIX environment
- Managed startups Global Service Desk team in KL.
- Served as Asia Pacific region representative to ensure the compliance of data center that meets the standard and built specifications, and coordinated the data center enhancement projects
- Nominated and served as TI Worldwide Data Center Strategy Core team member
- Managed the infrastructure environment for TI Malaysia which include Unix/Linux systems, thin client, NFS (NetApp) / SAN storage and subsystems, client/desktop support and helpdesk, data center and network operations, business continuity and disaster recovery operations, and IT security/audit operations
- Served as advocate for local site by gathering / defining local site infrastructure needs and drive IT Infrastructure roadmaps. Collaborated with Regional / Central IT resources
- Bi-directionally represented business to IT relationships to ensure that IT projects and deliverables are focused on business-driven needs
- Managed the rollout and execution of key infrastructure initiatives projects
- Talent management of infrastructure personnel located at the global, regional and sites

#### **Fairchild Semiconductor (M) Sdn. Bhd. || May 2006 – October 2008**

**Regional IS Infrastructure Section Manager**

#### **Summary:**

Managed the infrastructure operations and services (20 team members) in line with the global and regional strategies across multiple sites. Implemented 6 Sigma Transactional and Lean Methodology for IT Operation.

#### **Responsibilities:**

- Managed the deployment of various servers and SAN, network, PABX, backup, and virtualization tools across multiple sites which are in line with the global and regional strategies
- Led the management of data center facilities that include air-conditioning, UPS, GENset, firefighting system, and cable management. Ensure availability of data center operations 24x7 and systems monitoring for regional sites

- Implemented 6 Sigma Transactional and Lean Methodology which significantly improved the efficiency of the organization in executing their projects, while helping to maximize the realized value
- Ensured that services meet the budget and the terms of the SLA, and that failed service levels are escalated, analyzed, resolved and followed-up on a timely basis
- Developed, implemented and maintained operational continuous improvement processes (ITIL ITSM process, compliance with ISO/IEC 20000) and services efficiency initiatives
- Determined and managed infrastructure deployment procedures, policies and best working practices to better serve the business needs
- Managed and led the Infrastructure Management team (4 engineers in PG, 2 in China, 2 in Philippine) and Global and Local Service Desk (12 Service Desk Analysts) to deliver IT services (24x7) within agreed service levels and budgetary guidelines
- Managed the development of skilled IT professionals to form the core competence team that provides professional and quality IT services in a cost-efficient model
- Supported the Infrastructure Solutions team to review and evaluate regional infrastructure architectures and designs. Ensured compliance with the policies and identified best practices and opportunities to leverage technology, regulatory (SOX audits) and industry developments
- Served as Rotation Lead for the Fairchild Manufacturing Storage Technical team. Worked closely with Corp Infrastructure Manager to transition the US based infrastructure support from Maine to Asia (SG and PG). Served as part of the Operation Optimization and Cost Saving projects
- Served as core team member in Fairchild Corp IT security, compliance and disaster recovery steering team to define, implement and control Fairchild IT security policies compliance with ISO 27001 standard. Ensured IT governance policies were following SOX, and TS 16949 audit
- Planned, managed and reviewed the overall work plan for project deliveries including updating the work plan, highlighting potential resource issues, ensuring timely and quality deliverables, and managing project risks/issues
- Planned and managed the overall yearly/quarterly budget of the Infrastructure Support team. Maintained cost control within budget expenditure levels
- Manage the vendor relationship with hardware vendor and other software and tool providers including licensing and evaluation of new functionality

## EMPLOYMENT HISTORY (CONT'D)

**Intel Product (M) Sdn. Bhd. || April 2002 – April 2006**

**Team Lead - OpenVMS/Windows/Storage Infrastructure Operation (2005 - 2006)**

**Senior OpenVMS & HP Storage System Engineer (2004)**

**OpenVMS & HP Storage System Engineer (2002 – 2003)**

### Summary:

Planned, scheduled and managed the implementation of ATM (Assembly and Test Manufacturing) and FSM (Fab Sort Manufacturing) factories IT Infrastructure across multiple sites.

### Responsibilities:

- Led the implementation of computing servers which includes system management and operational functions at ASIA (Malaysia, China, Philippine and Costa Rica), Europe (Ireland) and US regions via phone/physically and through network dial in support
- Worked on a shift structure providing 24x7– Follow-Sun-Concept with another support Center based in US
- Provided remote support across Intel worldwide for 6 ATM factories (Assembly and Test Manufacturing) and 9 FSM (Fab Sort Manufacturing) factories
- Non-crisis responsibilities include development and documentation of Best-Known Methods (BKM) for preventive maintenance, daily operation internal processes, and Copy Exactly (CE!) standards/audit
- Led a group of Windows Platform engineers to drive the OS technical directions, address daily operations and business/customer requirements and close the gaps found
- Managed resource coverage and technical mentoring, and triggered HUB BCP when needed

**EMPLOYMENT  
HISTORY  
(CONT'D)**

- Provided day-to-day operational reporting and management update with local and US technical/management team
- Defined and developed computing systems/servers standard and managed the system DR support planning and execution

**SILVERLAKE SYSTEM Pte. Ltd || October 2000 – March 2001**

**Software Engineer**

**Summary:**

Joined under University industrial trainee program  
Involved in System SDLC life cycle for the Takaful Insurance System and Hong Leong Insurance System. Engage with customers to understand their business drivers and application portfolio.  
Gained solid 6 months software development life cycle experiences.

**TBS Solution Sdn. Bhd / UBS Solution Sdn. Bhd. || January 1999 – Sep 2000**

**Technical Sales & Customer Support Engineer**

**Summary:**

Responsible in supporting end users in installing software/PC hardware, provide on site accounting software training to customers. Worked with users to define the system flow and application needs. Worked in software testing team to debug software bugs for new developed software.

Act doubled role sales and marketing team to communicating and promoting the products to the customers. Assisted customers to understand their company system needs and customized the end products and training to suit the customers' requirement.

- Part time job during Degree Program study. Left and proceed with next job as part of the industrial training degrees program.

**LEADING SOLUTION Sdn. Bhd. || January 1997 – March 1998**

**Computer Technical Sales and Support Technician**

**Summary:**

Worked as Sales Executive and Computer Technician. Responsible in supporting end user in assembling, trouble shooting and repairing PC, handling End-user PC sale.  
Responsible in sales and marketing – handling the company's internal team to participate in vendor/government computer sales and marketing exhibitions. Achieved the highest sales target within the first month. Consistently achieved and exceed monthly sales quota.

- Part-time job after Secondary school to gain working experiences.

## SKILLS SUMMARY

- Project Management (PMI)
- Agile Project Management Foundation Certified
- Agile and Scrum Development and Project Management
- Transitioning from Waterfall to Agile Project Management
- Exam Prep: Microsoft Azure Cloud Fundamentals.
- AWS Cloud Foundation
- EMC IT Transformation Training: Delivering Multi-Cloud Services
- IT Infrastructure, Security and Operations Management
- Cloud and virtualization implementation and management.
- EMC SAN Storage Management (VNX, VMAX, RPA)
- EMC Data Protection Technology Management (Data Domain, Avamar, Networker)
- HP EVA/EMA SAN Storage Management
- Windows Server Platform Management (MCSE)
- OpenVMS System Administration
- Data Center Service/Disaster Recovery Management
- Network (LAN, WAN) Administration
- ITIL / 6 Sigma Process Management
- Server Virtualization/Consolidation (VMWare, CITRIX)
- PABX / VOIP

## STRENGTHS

- Demonstrated attentiveness to quality and productivity
- Highly inquisitive, trustworthy, and reliable
- High attention to detail and accuracy
- Pro-active, self-starter and resourceful
- Strong research ability
- Ability to work well both independently and in a team environment
- Ability to communicate well with executives at all levels, management, team members, stakeholders and clients with high degree of confidentiality

## AWARD, RECOGNITION & PERFORMANCE REVIEW

- 2018: Nominated by management to join the "Talent Mentoring & Coaching Program" (for top 40 candidates (out of ~3k employees) top talents with strong performance track record.
- Continuously 8 years (2012 – 2020) graded "**Consistently Exceeds**" during EMC yearly performance review. **Rating Definition:** Consistently exceeds goals. Produces superior results, assumes responsibilities beyond these normally assigned. Requires little or no supervision. Thinks beyond immediate job and continually exceeds goals through extra effort. ~ Superior Performance
- **Excellence @EMC Award**
  - **Delight Award – June'22** - Q1 FY23 Financials - Largest revenue contributor of USD 285K of Revenue in Q1 FY23.
  - **Delight Award – Oct'22** - Q2 FY23 Financials - Second highest contributor of revenue in Q2 FY23 for the MY/TH/ID/VN/AEM markets. Contributed USD 231K of revenue in Q2. (12% of the overall revenue)
  - **Q420 APJ President Webcast Award Winner:** In Q4 FY20, Maxis Malaysia embarked on a large technology refresh that involves technologies Unity, VMAX, Data Domain, and 100+ hosts of data migration. PS Booking was at USD 600K. The project was blighted with delays due to issues of part shortage worldwide. When the shipment arrived, there were many wrong and missing parts. At this time, the Covid-19 pandemic caused the entire country to be on lockdown with only essential services open. Dell EMC's reputation with Maxis was really in question. The project team withered through all these challenges and moved the project to a much brisker pace to offset major shipment delays. Even tough lockdown restrictions didn't stop our team from still going onsite and getting the work done. Project problems got compounded further when we faced with difficult technical issues on the data domain head swaps and unsupported host connectivity issues. This again didn't deter the team who escalated and relentlessly worked with support and engineering to get the fixes quickly. The project team went a long way from a completely unsatisfying start to a stage where we reached the completion of the project. Kudos to your commitment team!
  - **Q120 Special Award:** Maxis Hard Deployment during Covid-19 Lockdown: On the 16th of March, The Malaysian government announced restricted movement control



throughout the country to curb the spread of the Covid-19 virus. At the same time, we were required to deliver and deploy hardware for Maxis Communications (Top Telco Provider in Malaysia). Even though there were a lot of restrictions posed during this, our engineers still ensued with the hardware deployment to help Maxis cope with the additional bandwidth during the movement control period. Our team's (both deploy and support) commitment was unparalleled in ensuring that customers are taken care of even during this very difficult time for Malaysia as a country.

- **Q319 Game Changer Special Recognition:** In Q4 FY18, CIMB Bank Malaysia embarked on one of the largest technology refreshes in Malaysia. The refresh involved technologies and services such as PowerMax, Unity, SAN Switches, Data Domain, AS400, Mainframe, deployment and Data Migration services. PS booking was USD 1.05 million. With people and customers being his passion, Max worked very closely with the customer and also the internal team to integrate Dell EMC technologies into some of the most critical banking applications within the bank. One of the major achievements was to integrate our PowerMax storage with customers' IBM AS400 platform which was running their most critical core banking application. After the integration, the performance improved significantly, and customer reported a major reduction in the time taken for running their batch jobs by almost 3 hours. Thanks to this strong performance achievement, customer started to migrate more of their AS400 data away from IBM storage to PowerMax. The success of this project led to even more business with CIMB including using our mainframe DLM solution to move customer's backups to our tapeless platforms. Thanks to Max's leadership, CIMB continue to invest and that has resulted in an additional Deploy Revenue of USD 726K.
  - **Q418 Inspire Award:** Max following through and completed the three of CIMB's projects that totals USD12.5Mil project for Transformation, Data Protection & Encryption. In this tough environment, leading a team of people in managing a demanding customer requires special skills.
  - **Q2-2017 APJ Super Star Award:** Successfully completed the first Mainframe to VMAX3 migration across APJ region. Even with multiple product issue, Max Foong able to work with multiple technical resources around the globe to get the project closing on time. Customer was very happy with the 40% system performance gain.
  - **Q1-2016 Silver Award:** Maxis (Malaysia 1<sup>st</sup> Telco Corp) has been a difficult account in which they were having issues with some of the project management methods during their previous project stage. Since Max came onboard, he has really helped to steady the ship from a project management perspective. His closure of the critical mediation migration project was big milestone in EMC relation with Maxis.
  - **Q2-2015 All Stars Award - Bronze:** This is in recognition of the PM's excellent performance as measured by ASQ survey results in Q2-2015.
  - **Q1-2015 Silver Award:** EMC PS had a major issue with the migration of CIMB Business Portal which enables all their corporate customers to perform their banking tasks. Max managed the issue to perfection in which he worked with the delivery manager on resources available to handle the crisis- Quickly formulated a recovery plan and pull together all resources (HP, EMC, CIMB, Oracle) to help with the resolution.
  - **Q1-2013 Silver Award:** POC success @ OSRAM & good ASQ (CIMB). Max's strong PM skills & desire "TO WIN" has successfully led a team during BRS POC at OSRAM. The team spent 3 weeks, working under very hostile environment where OSRAM was a 100% NETAPPS supporter. This was a competitive win & the POC success criteria were met. Max's strong focus on customer satisfaction helped EMC to achieve higher TCE in another challenging customer, CIMB (Malaysia 2<sup>nd</sup> largest Bank) with good ASQ response
- Promoted and added responsibility to startup, manage and run the Texas Instrument Global UNIX & Storage Team.
  - Graded "Exceed Expectation" for both "Confirmation" and first year (2006) performance review (Fairchild Semiconductor). Promoted to Middle Level Manager in year 2008 (Fairchild Semiconductor).
  - Continuously 3 years graded "Exceed expectation" during Intel Yearly performance review and Grade "Outstanding – Highest grading" on year 2005

## CERTIFICATION

- Project Management Professional (PMP)
- Agile Project Management Foundation Certified
- IT Infrastructure Library (ITIL) v2 Foundation
- EMC Information Storage Associate (EMCISA - Mar 2012)
- PSMB (Ministry of Human Resources Malaysia) Certified Competence Trainer
- MCP – Microsoft Certified Professional
- HP Certified Professional Technical Trainer
- Lean 6 Sigma Black Belt (Transactional) & Green Belt (Manufacturing) Professional (Fairchild Internal Certification)

## LANGUAGES

(Proficiency:

0=Poor,

10=Excellent)

**English**

Spoken = 9, Written = 9

**Chinese(Mandarin,Cantonese)**

Spoken = 9, Written = 9

**Bahasa Malaysia**

Spoken = 8, Written = 8

## EXTRACURRICULAR ACTIVITIES:

### 2000 - 2001

- TARC Military Reserve Unit (President and Captain)
- TARC SAS Student Welfare Committee (Vice-President)
- Chung Ling Alumni Association – Committee member (Treasurer)

### 1998 – 2000

- TARC Military Reserve Unit (Vice President)
- TARC SAS Student Welfare Committee
- TARC 1999/2000 Talent Tile Night. (Assistant Security Manager)
- TARC Chung Ling Alumni Association - Committee member (Computer Team Lead)

### 1991 – 1996 – Chung Ling High School (Butterworth)

- Obtained King Scout status of Malaysia Scout Association
- School Sport (RED) Team – (Team Captain)
- Scout (Treasurer and Senior Patrol Leader)
- School Athletics Team (Treasurer, State & School Sport Rep in MSSPP Sport Tournament)