



Mohammed Ashril bin Hj. Ahmad Noordin

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PERSONAL PARTICULARS

NAME	:	Mohammed Ashril HJ AHMAD NOORDIN
DATE OF BIRTH	:	30 th APRIL 1973
NATIONALITY	:	MALAYSIAN
MARITAL STATUS	:	MARRIED
LANGUAGES	:	FLUENT:- English & Bahasa Malaysia

EDUCATIONAL BACKGROUND

GRADUATED IN 2001 UNIVERSITY OF NORTHERN MALAYSIA (UUM)

Master's Degree, Business Administration
CGPA : 3.29

GRADUATED IN 1997 UNIVERSITY OF MALAYA (UM)

Bachelor's Degree, Engineering (Hons) (Chemical)
ASASI Science (Foundation)

GRADUATED IN 1990 BUKIT MERTAJAM HIGH SCHOOL

Sijil Pelajaran Malaysia (SPM)

CAREER SUMMARY

An ambitious and energetic professional with over 27 years working experiences in US Multinational Companies / Government Link Companies (16 years) and Government Sector (10 years).

Believes in MBO (Management by Objective), friendly but firm management style. Result oriented with extensive experience in Marketing, Government Affairs and International MNC Companies' leadership. Well-rounded with sound strategic planning, strong operational and international background. Hands-on with strategic oriented thinking and analytics capabilities with the capability to motivate subordinate and colleagues.

KEY AREAS OF EXPERTISE

- ✚ Business Development & Marketing
- ✚ Government Relations & Policies
- ✚ Property & Industrial Development
- ✚ Aerospace / Airlines /Aeronautics
- ✚ Electronics / Electrical and Composite Manufacturing
- ✚ Corporate Communications & Networking

EMPLOYMENT HISTORY

SIME DARBY PROPERTY BHD

Sime Darby Property Industrial (SDPI) brings together 50 years of experience in the development of real estate assets and industry-leading services; with client portfolios covering domestic and foreign commercial & industrial parties. We are the go-to experts to grow the industrial and logistics sector in Malaysia and beyond.

Head of Marketing, Industrial and Logistics August 2022 – Current

Work Description:

- **Solicit new clients** and development of new business to meet ILD and SD Property Industrial and Logistic Asset KPIs
- **Lead the Commercial Terms** and Client Engagements
- **Establish Network** with Promotional Agencies, Business Associations and Chamber of Commerce
- **Secured new business** target, AUM and act as the lead for generation of new business, deployment of new products and monitoring of sales funnel,
- **Supporting end-to-end** of leasing and marketing function focusing on maximizing asset occupancy and rental income,
- **Lead and supervise** the strategic planning, development, and execution of the organization's marketing and sales initiatives,
- **Sourcing of corporate** occupiers and continuous development of tenant pipeline, through successful marketing activities using market research, pricing strategies and promotion channel (physical & digital),
- **Develop and retain strong relationship** with key stakeholders and acting as the primary client liaison,
- **Develop and manage sales & marketing** plan and accompanying budget,
- **Supervise and guide** marketing team members in the execution and delivery of marketing objectives,
- **Assess new marketing** opportunities/channels for generating business,

Achievements:

- **2022/23:** Solicited more than 20 Build to Lease Proposals where 3 Proposals expected to be concluded this year which is equivalent to 2.5 million sqft GFA at capital expenditure of RM 1.2 billion.

KLIA AEROPOLIS SDN BHD – Subsidiary of Malaysia Airports Bhd

Covering a 100 sq. km of land, KLIA Aeropolis is designed as an integrated, complete and synergistic ecosystem comprising the three core clusters: Air Cargo & Logistics, Aerospace & Aviation, and MICE & Leisure; aligned with the national master plans and blueprints with the aim to elevate Malaysia as a magnet for foreign direct investments and as a high-income nation.

Senior Manager Business Development- Industrial Real Estate- (Aerospace & Logistics)

September 2021* – August 2022

**Merged both Aerospace & Logistics under one Business Development Unit*

Senior Manager Industrial Real Estate- Logistics

October 2019 – September 2021

Work Description:

- **Responsible for RM 130 million** yearly revenue generations and managing over 270 contracts.
- **Manage and execute Land Development** projects, proposals and agreements with the objective to ensure optimum cost efficiency, in line with KLIA Aeropolis Masterplan.
- **Source new business opportunities** and method to enhance revenue generation.
- **Conduct market research**; analysing demands and trends of the aerospace, air cargo & logistics sector; industry benchmarking and business intelligence through extensive internal and external analysis with intention to propose new business opportunities.
- **Implement marketing action plans** and organize promotional programs; branding exercise and advertising activities for promotion or property investments opportunities; create investors interest; increase government and public awareness on proposed land developments.
- **Lead all stakeholder engagements-** internal and external. For example, with all Government Ministries- egg: MOT, MITI, NAICO and Agencies e.g.: MIDA, MDEC, Customs. Also, National Councils/ Committees e.g.: DFTZ's PITF and IPTF, also NLTF toward realising Malaysia's National Logistics & Trade Facilitation Masterplan (NLTF).
- **Execute financial and business** evaluation of investment proposals; projects; strategic partnerships etc; including but not limited to feasibility & viability studies of business proposals; negotiations and explore other possible ventures with the objectives of maximizing benefits from the land deals.
- **Provide real estate solutions** such built to suit to lease or ready built facilities.
- Create and execute project work plans appropriately to meet changing needs and requirements.
- **Select, train, motivate and manage** performance of Land team, hence direct reports. Thereby develop a succession plan to achieve departmental long-term objectives.

Achievements:

- **2019:** Successful execution of Digital Free Trade Zone @ KLIA Aeropolis a JV between Malaysia Airport & Alibaba
- **2020:** Established & Operationalized Cainiao Aeropolis eWTP Hub
- **2021/22:** Achieved 90% tenancy rate for eWTP and 100% tenancy rate @ PEN Cargo Complex

ISKANDAR REGIONAL DEVELOPMENT AUTHORITY

Iskandar Regional Development Authority (IRDA) is a Malaysian Federal Government statutory body tasked with the objective of regulating and driving various stakeholders in both public and

private sector towards realizing the vision of developing Iskandar Malaysia into a strong and sustainable metropolis of international standing.

Vice President of Economics & Investment
(Logistics Sector Lead / Singapore Country Lead / Manufacturing/O&G)
August 2009 to October 2019

Work Description:

1. **Investment Facilitation & Sector Development**
 - **Responsible for Logistics (Airport & Sea Ports)** development in Iskandar Malaysia.
 - **Responsible for Petrochemical & Oleo Chemical, Oil & Gas, Aviation & Aerospace** and high technology investors.
 - **Formulate strategies for Logistic sector** to existing and potential investors for generating positive economic growth for Iskandar Malaysia that benefits its stakeholders.
 - **Well verse in the requirements/incentives** for different types of logistic investment such as distribution center, bunkering, MRO, haulage, storage/warehousing, port and airport infrastructure, etc.
 - **Building networks** via attending logistic related event and well prepared if require to be a speaker.
 - **Represent the State on federal government affairs** in various platforms such as Logistic Masterplan, Port Strategy, Aviation Masterplan and able to voice up Iskandar Malaysia visions. Especially in getting development budget and policy support.
 - **Oversee the development of key enablers** and enabler plans for targeted industries/subsectors; through economic analysis, modeling and monitoring of performance of identified/targeted enablers to ensure key growth targets and sector development objectives are achieved.
 - **Review and keep abreast of sector performance**, including anticipate issues that may affect performance and resolve any pertinent issues to ensure targets are achieved,
 - **Execute marketing efforts** by identifying and analyzing new market opportunities, both locally and regionally to promote investment opportunities and facilitate the securing of new investments in Iskandar Malaysia.
 - **Develop and continuously review Economics & Investment's role** with regards to investment materials (sector specific) tailored to foreign & local investors i.e. sectors brochures/booklets, slide deck.
 - **Match potential investors** to developers or landowners and facilitate matters pertaining to Government issues.
 - **Support and participate** in promotional initiatives of related agencies, key landowners, developers and industrial players.
 - **Effectively communicate** to the appropriate IRDA division regarding investors issues.
 - **Produce publishable quarterly report** on Logistics & Supply Chain.
 - **Create "bankable" relationships** with existing stakeholders and investors alike to ensure effective communication and information transfer/sharing on Iskandar Malaysia.
 - **Enhance investors' confidence** by proactively identifying issues and expectations via formal/informal engagement and forward issues to relevant divisions in IRDA for further action.
 - **Timely reporting** of Iskandar Malaysia investment and business information to the relevant stakeholders.
 - **Treat everyone with respect** and professionalism while make good connection with investors, government ministries/ agencies and all relevant stakeholders.

2. Secretariat to Industrial Work Group a G2G platform between Singapore & Malaysia

- **Secretariat to Industrial Work Group** between Singapore & Malaysia. This work group reports to the Minister of Ministry Economic Affair.
- **Perform secretarial duties** for Industrial Committee Work Group (ICWG) – Joint Ministerial Council (JMC) by communicating the progress of ICWG initiatives to JMC Secretariat (Federal Commissioner) and Minister of Ministry Economic Affair.
- **Strive for win-win** solution for both countries
- **Provide constructive insight**, foresight and propose good judgement to the workgroup and main secretariat.
- **Protect Iskandar Malaysia interest** and able to express opinion on G to G matters.
- **Able to initiate meetings**, pre-council as well as prepare minutes and slides on time.
- **Execute and participate** projects as required by the workgroup.

3. Country Lead for Singapore

- **Comprehensive knowledge** on Singapore's economic indicators such as GDP, productivity, import/export, competitive advantage, etc.
- **Create "bankable" relationships** with Singapore's investment related agencies such as EDB, SBF, SMF and ENTERPRISE to ensure effective communication, investment facilitation and information transfer/sharing.
- **Establish synergy** and maintain strategic relationship with key stakeholders/landowners to gain co-operation, align and support to facilitate sector specific initiatives/investments.
- **Shall represent IRDA** as invited member for Malaysia Singapore Business Council (MSBC) to provide investment facilitation services and government policy advisory.
- **Routine communication** and collaboration with Hi COMM, MITI and MIDA Singapore for investment promotions.
- **Take part actively** in Singapore trade mission lead by Ministers or High-Level Officials and be well prepared with data and latest investment information to advocate Ministers.
- **Organize or participate** investment road shows as well as prepare to take a role as a speaker.
- **Routine meetings** with foreign Chamber of Commerce and participate in their events.

Achievements:

- **2010:** Facilitated 2 MROs transfer from Seletar Singapore to Senai Aviation Park. These are the first two MRO and aerospace company in Johor.
- **2011:** Facilitated 5 companies to Iskandar Malaysia with a total of RM5 billion worth of investment.
- **2012:** Successfully meeting investment target of RM21 billion
- **2013:** Successfully meeting investment target of RM25 billion
- **2014:** Successfully meeting investment target of RM25 billion
- **2015-2018:** Successfully meeting investment target of RM30 billion

UNITED TECHNOLOGIES INTERNATIONAL OPERATION - HAMILTON SUNDSTRAND

Hamilton Sundstrand, a subsidiary of United Technologies Corporation, is among the largest global suppliers of technologically advanced aerospace and industrial products, headquartered in Windsor Locks, Connecticut, U.S.A. Involved in aircraft parts manufacturing and scheduled servicing/repairs of electrical power systems/control, generators, auxiliary power units, propulsion system, flight control and actuation system, space suit, air management system, etc.

Regional Manager, Customer Service
September 2006 to August 2009

Work Description:

- Report directly to the Director of After Sales Marketing of Asia & Oceania Region (US-Expat) on regional marketing and commercial matters.
- Provide contract and commercial supports to all commercial airlines that fall within Asia & Oceania Region.
- Focus on strategic matters by adding value adds services to the company.
- Responsible in making sure sales are met for All Hamilton Operation Sites that is generating revenue from Asia & Oceania Region.
- Contract coordination & pricing/quotation between All Hamilton Operation Sites and the Airlines.
- Provide marketing intelligence and business consultancy to MRO sites.
- Support Site Program Managers on commercial matters and act as a point of escalation.
- Support Field Technical Service Representative on technical matters.

Achievements:

- **2007:** Achieved sales target of US\$9 million.
- **2008:** Successfully deployed new market in Indonesia and Brunei.
- **2009:** Achieved sales target of US\$12 million, 10% above target.

ASIAN COMPOSITE MANUFACTURING SDN. BHD.

An Aerospace company, established on the Joint Venture of Boeing US, Hexcel US, Sime Darby and Naluri. Manufactures composite wings for Boeing/Airbus aircraft.

**Manager, Program Management/Business Development
September 2001 to September 2006****Work Description:**

- Report directly to the Factory Manager (US-Expat) on all operation issues.
- Report to General Manager on all business development matters.
- A liaison between ACM and its customer for commercial and technical issues.
- Provide single-point focus to customer on all program-related matters and correspondence.
- Assist the General Manager in business discussion and positioning with Board of Directors and EXCOs.
- Communicate customer requirements throughout ACM and keep senior staff informed of relevant issues.
- Plan strategies on customer accounts for long-term growth and profitability.
- Management and assurance of meeting customers' requirement and expectations.
- Provide leadership and guidance in technical, development matters and issues.
- Coordinate new project/business start-up for new customers and new work statement.
- Assess production readiness and evaluate technology requirements for new product transfer.
- Coordinate Request for Quotation (RFQ) activities.
- Coordinate Process Qualification and Audit.
- Prepare proposal and bid/tender for submission.
- Assist Load Center in Design Demand Management.

Achievements:

- **2001:** Successfully managed product and technology transfer of Boeing 747 and 767 Fixed Trailing Edge Composite Panel from Hexcel Kent US.
- **2002:** Successfully managed product and technology transfer of Boeing 777 Fixed Trailing Edge Composite Panel from Hexcel Kent US.
- **2003:** Successfully managed product and technology transfer of 737/757 Fixed Trailing Edge and 757 Fixed Leading Edge Composite Panel from Hexcel Kent US.

- **2003:** Successfully managed product and technology transfer of 737 Fixed Leading Edge Composite Panel from Fischer Advance Composite Austria.
- **2004:** Successfully managed product and technology transfer of 747 Krueger and Variable Camber flap from Boeing Hawker de Havilland Australia.
- **2005:** Successfully managed product and technology transfer of 737 Aileron from Boeing Hawker de Havilland Australia.
- Involved in many RFQs (Request for Quotation) activities and contract/business discussions with many Boeing sites (e.g. Tulsa US, Wichita US, etc.), British Aerospace (BAE), Airbus, Boeing Hawker de Havilland Australia, Fischer Advance Composite Austria, Korean Aerospace Industries, Kawasaki Heavy Industry Japan, Mitsubishi Heavy Industry Japan, Taiwan Aerospace (AIDC), TATA India, Hindustan Air Limited, India, Proton Malaysia and Petronas Malaysia.
- Involved in bidding preparation of new aircraft generation: New Boeing Airplane 787 from Kawasaki Heavy Industry, Korean Aerospace Industries and Boeing Tulsa/Wichita US and A380 Composite work from Fischer Advance Composite Austria.
- Involved in ISO, AS9100 and NADCAP audits and responsible for the successful accomplishments.
- Awarded the Gold Supplier Status by Boeing US, Fischer Austria and British Aerospace.
- Successfully assisted the General Manager during the bid/proposal buy off with ACM's Board of Directors and EXCOs.

SOLETRON PENANG (now known as FLEXTRONICS)

A US multinational company that provides EMS (Electronic Manufacturing Services) to worldwide customers like Intel, Agilent, HP, Sun, Dell, Cisco, etc. Involved in Surface Mount Technology (SMT), design and Box Build in Total Product Management and Solutions to the customer. Currently ranked 1st among EMS industries in the world with sales turnaround of US\$1 billion (Penang Site only for year 2000).

Senior Engineer, Program Management March 1997 to September 2001

Work Description:

- Managing no less of US\$10 million account per month
- Report directly to the Business Unit Director (BUD) at site.
- Report to Business Unit Director, Business Development Director and Global Account Director at Soletron Milpitas US
- Provide single-contact-point to customer on all program-related matters and correspondence.
- Prepare quotations, managing demand/supply chain management and customer visits.
- Partly responsible for the P&L and presented the P&L performance to the General Manager and President of Soletron Asia on quarterly basis.
- Lead the Customer Focus Team (CFT) consisting of Program, Quality Engineering, Production, Test, Material and Planning groups.
- Given a special task - manage non-performance account but has the potential to grow.
- Manage all aspects of program management functions with operation lead responsibility.
- Manage engineering changes from customer and coordinate it internally.
- Assist operation on day-to-day matters such as output, yield and quality.

Achievements:

- Able to turn around non-performance account at target profit by improving quality, productivity and delivery.
- Successfully transferred all products given including New Product Introduction (NPI) from US and Europe.

- Able to gain back customer confidence with healthy long-term relationship.
- Scored 'Distinction' in Customer Survey Index (CSI), rated "A" for all categories (Delivery, Quality, Service, Communication & Technical Capability).

EDUCATIONAL BACKGROUND

Master's Degree, Business Administration (MBA)
University of Northern Malaysia (UUM); CGPA 3.29/4.00 February 2001

Bachelor's Degree, Engineering (Hons) (Chemical)
University of Malaya, Malaysia (UM) February 1997

REMUNERATION

- | | |
|----------------|---|
| ✚ Current Pay | : RM 28K++ per month excluding bonus. |
| ✚ Benefits | : Medical privilege (with family), car allowance, mobile phone & 16% company EPF contributions. |
| ✚ Expected Pay | : RM 35K - 40K per month |

REFERENCE

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