

JEZAMIN ABDUL RAZAK

CONTACT

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PROFILE

With an unwavering passion for innovation strategy, I bring over 15 years of expertise in government consulting and strategic partnerships as the Head of Government Insights, ASEAN. My contributions encompass business development, driving strategic digital innovation, shaping digital policies, and delivering invaluable insights. Additionally, I have established a commendable track record in leading programs for SME digitalization, fostering strategic partnerships, and executing impactful initiatives. Notably, initiatives like 100 Go Digital and the Malaysia Startup Accelerator Programs have received endorsement from top-level government officials. I bring a valuable skill set to organizations seeking to engage with the public sector.

WORK EXPERIENCE

Head, Government Insights ASEAN

International Data Corporation (IDC)

2021-2023

Leadership and Direction:

- Led the Government Insights for ASEAN and supported worldwide insights while managing multiple projects, including consulting projects.
- Set the direction for research, ensuring high quality and profitable delivery.
- Led industry trends, research themes, and effective communication of findings.

Business Development and Client Engagement:

- Engaged with senior-level executives, providing actionable insights.
- Delivered impactful presentations to various audiences.
- Cultivated and nurtured strategic relationships with key stakeholders, fostering strong partnerships and driving client engagement.

Achievements:

Research and Analysis:

- Authored and delivered influential reports for Asia/Pacific and Worldwide, including the **IDC Worldwide and Asia/Pacific FutureScape Predictions for Smart Cities and Government**, which led to clients requesting develop custom papers catering to their specific technology or country focus.
- These requests demonstrate the value of the insights provided in the reports, leading to increased client engagement and industry recognition.

Strategic Guidance and Consulting Projects:

- Played a pivotal role in providing **strategic guidance for the Saudi government**, proposing relevant **digital policies** for their digital transformation efforts in areas such as cybersecurity, data governance, and emerging technologies. The project contributed to **facilitated collaboration between the Saudi and Singapore governments**, ultimately resulting in the signing of a Memorandum of Cooperation (MOC) that emphasized the digital economy.
- Successfully executed consulting projects worth **USD 15 million** for governments in the UAE, Taiwan, and Malaysia, providing strategic guidance on digital transformation and policy frameworks.
- Instrumental in supporting a telecommunications company to secure a **USD 1 billion** government project, driving digital infrastructure enhancement and fostering economic growth.

JEZAMIN ABDUL RAZAK

SKILLS

- Innovation Strategy
 - Design Sprint
 - Design Thinking
 - Stakeholder Engagement
 - Program and Content Development
 - Communication
 - Consulting
 - Research
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EDUCATION

- B. Ed. TESL, University Malaya
 - Certified in ITIL (IT Service Management)
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OTHERS

Published a paper in the Innovation Journal – Special Edition for Global Entrepreneurship Summit 2013: Malaysia Startup Scene: An Insight from the Local Eye.

Translated Children Encyclopedia – Negara Serata Dunia, Iraq (ISBN:981-232-460-7)

Voice over talent for ASTRO Radio & TV

Former Malaysian Malay traditional dancer, performed internationally such as Chile, Netherlands, South East Asia and the U.S.

WORK EXPERIENCE

Head, Digital Program Development and Strategic Partnership, Digital Adoption Division

Malaysia Digital Economy Corporation (MDEC) 2008 - 2021

Digital Program Leadership and Strategic Partnerships:

- Led and managed the department's digital program and strategic partnerships to accelerate businesses' adoption of digital technologies.
- Actively engaged with international, regional, and local businesses to identify solutions and bridge the digital gaps among them.

Strategic Guidance for Digital Transformation:

- Provided recommendations and expertise to support digital transformation initiatives.
- Sourced intellectual capital to enhance digital transformation efforts.

Achievements:

- **Digital Economy Task Force (DETF)** - Led the DETF workstream for SME digitalization, consolidating programs across Ministries, agencies, and private sectors. Developed Malaysia's SME digitalization roadmap mandated by the Prime Minister, starting in 2021.
- **WEF 4IR Centre** - Developed a framework and plan for the World Economic Forum's Centre of Fourth Industrial Revolution in Malaysia, announced in January 2019.
- **Digital Transformation Acceleration Program (DTAP)** - Conceptualized and secured endorsement from the Malaysian government for **DTAP, a program with RM260 million (USD 67 million) grant allocation**. Successfully advocated for tax incentives to promote digital adoption in the 2018 budget.
- **Malaysia Tech Startup Visa** - Conceptualized the Malaysia Tech Startup Visa and was recognized as the **Best Ecosystem Initiative** at the ASEAN Rice Bowl Awards 2019.
- **Startup Initiatives** - Led the conceptualization of a position paper on building competitive digital entrepreneurs, resulting in a focus on Startup Accelerator Program initiatives. Established global and regional linkages for startups in the US, Singapore, Indonesia, and Thailand, and coordinated the MSC Malaysia Global Linkages program, leading to investment opportunities and non-financial benefits for participating startups.
- **Corporate innovation** - Successfully managed the Digital Malaysia Corporate Accelerator Program, achieving **RM 5 million for four startups in six months**.

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REFERENCES

Mr. Sudev Bangah, Vice President, Business Development, Asia Pacific Custom Solutions and Managing Director ASEAN Region, IDC

Mr. Gerald Wang, Industry Strategy Director, Worldwide Public Sector, Microsoft (Former IDC Public Sector Research Director)

Mr. Norhizam Abdul Kadir, MIMOS Board Member (Former Vice President, Fintech & Islamic Digital Economy, MDEC)

Mr. Royce TS Tan, Director, Bosch Rexroth and MDEC Digital Transformation Partner

Note:

Contact details of the referees will be provided upon request.

WORK EXPERIENCE

Senior Executive

ASTRO Radio

2001 - 2007

- Managed marketing and promotion for Malaysia's #1 English radio station with 1.9million listenership.
- Previous experience in ASTRO also included being part of the pioneer interactive team – developed digital content for ASTRO Radio and TV.
- Main clients: Coca-Cola P&G SONY Ford MTV ASIA All record labels – Sony Music, Warner Music and others, successfully ran promotion for SONY (Malaysia) worth RM2million (approximately USD625,000).
- Launched the **first interactive TV** during World Cup Japan 2002 with estimation of more than 2000 subscribers.

Digital Content Developer

Catcha.com

2000-2001

- Pioneer Member - Managed three sites/search engine - Singapore, Indonesia and Malaysia.
 - Managed and create content workflow as well as established partnership for content aggregation.
 - Catcha.com was the #1 Asian search engine in year 2000.
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