

REDZA ARBEE

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Summary

Redza Arbee is an insightful and articulate digital transformation professional with over 17 years of experience and industry exposure across finance, technology, and the public sector. Redza has led various digital transformation initiatives including strategy development, policy recommendations, cloud solutions deployment, and digital adoption strategies. Redza also has a proven track record in project management, building alliances, and sales. Skilled in developing long-term and pragmatic strategies to enhance business performance, as well as lead change initiatives across all stakeholders.

Major Achievements

- Received a Certificate of Commendation from the Prime Minister of Malaysia.
- Received two Letters of Commendation from the CEO of MDEC.
- Authored a book on the digital transformation of money and understanding blockchain.
- Developed a course on understanding Bitcoin's use cases and its blockchain network.
- Experience in three different startups; as an investor/shareholder, and separately as a founder.
- Designed and implemented the Digital Adoption strategy and framework at Khazanah Nasional.
- Headed the Digital Adoption team in rolling out a cloud-based HR solution at Khazanah Nasional.
- Established the first Malaysian Advisory Panel for the United Nations Technology Innovation Labs.
- Established UNTIL's partnership network in Malaysia.
- Pioneered Gartner Malaysia's strategy events targeting board members.
- Successfully obtained Gartner's Winners Circle award.
- Promoted twice in 5 years at MDEC and tasked to lead multiple special projects teams.
- Led the Enterprise Intelligence assessment project across MDEC.
- Pioneered the development of the annual salary survey for SSO under MSC Malaysia.
- Singlehandedly designed and developed the inventory, accounts, and billing databases, as well as an automated reporting system at NetRunners, a Florida based startup company.
- Became a Certified Systems Engineer at 19 years old and worked on two national IT initiatives i.e., Smart School and e-Government in the early stages of the Multimedia Super Corridor.

Proven Abilities and Results

Business Performance Analysis and Optimization

- Identify data requirements needed by senior management as part of their reporting to ministries or to form new strategies.
- Work with data custodians across the organization to obtain necessary information for decision support.
- Produce analysis reports based on internal data to identify valuable insights for executive leadership decision making support.
- Proactively sought out issues with existing system and developed a more streamlined and simplified approach to conducting key revenue generating activities.
- Performed extensive analysis on existing systems for its advantages and disadvantages.

Change Management & Stakeholder Engagement

- Closely work and align with internal stakeholders and data custodians to establish, maintain, and monitor corporate-wide compliance of Enterprise Intelligence processes and policies towards ensuring data availability, timeliness, and integrity.
- Provide business related directional support and advisory to the IT Department to maintain a corporate-wide intelligence and decision-support information systems.

Curriculum Vitae

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Project Management and Consulting

- Conduct primary and secondary research for the purpose of formulating and revising short- and long-term corporate planning and industry specific development strategy.
- Project Manage the end-to-end delivery of research special projects.

Market Intelligence, Research, and Strategy Development

- Develop strategic recommendation reports for key business stakeholders to implement and ensure the long-term targets are met.
- Championed the development of a strategic direction report to grow the high-value services for the shared services & outsourcing sector.

Consultative Sales and Executive Presence

- Provide thought leadership through effective communication of global strategies and best practices.
- Consult and build trusted value-added relationships with C-level executives to support their business goals by effectively presenting and articulating solutions.

Sales Process and Negotiation

- Maintained 100% account retention four years in a row.
- Increased client investments from two large, listed companies by 1) close to 600% in four years and 2) over 300% in three years.
- Successful in growing two existing accounts into the largest accounts in Malaysia.

Project Management and Budget Control

- Produce annual sales campaign strategy and budget based on specific territorial segment.
- Manage stakeholder expectations and align performance objectives.
- Execute planned campaigns towards delivery of agreed strategies and objectives.

Experience

Total Experience: 17+ years

Industry Exposure: Tech Startups, Sovereign Wealth Fund, IT Research & Advisory, AgriTech, Public Policy, Energy & Utilities, Retail

Employment History

Mar 2022 – Present

Chief Strategy Officer

Integrasi Hijauan Sdn. Bhd. (IHSB / PlantOS) | Mont Kiara, Malaysia

Founded in 2016, IHSB is a homegrown Malaysian startup in AgriTech that has designed and developed proprietary IOT, and AI enabled autonomous precision agriculture ecosystem. With the PlantOS brand, IHSB delivers integrated IR4.0 solutions to help digitalise the agricultural landscape. The shareholders collectively hold over 100 years of industry experience ranging from engineering to agriculture to digital transformation.

Mar 2020 – Feb 2022 (2 years)

Head of Digital Adoption, Senior Vice President

Khazanah Nasional Berhad | KL Sentral, Malaysia

Founded in 1993, Khazanah Nasional Berhad (KNB) is the sovereign wealth fund of Malaysia. It is tasked to grow the long-term wealth of the country. KNB invests in assets and companies across multiple sectors and geographies through two separate funds. The Commercial Fund focuses on investing responsibly and commercially to preserve and grow the long-term value of their assets. The Strategic Fund undertakes investments to deliver economic and societal returns for the country.

Aug 2018 – Apr 2019 (9 months)

Principal Consultant for Partnerships

United Nations Technology Innovation Labs (UNTIL) | Cyberjaya, Malaysia

Established its footprint in Malaysia in 2018, the United Nations Technology Innovation Labs programme is intended to help drive the Sustainable Development Goals agenda by leveraging frontier technologies. Recognizing that innovation plays a critical role in moving the United Nations forward and acknowledging that the United Nations' ability to innovate and engage in partnerships will be a significant factor in the efforts to successfully implement the SDGs (and the broader mandates of the United Nations), the UNTIL Lab programme is designed to support the journey to review, build, adopt and implement technology solutions to address problems that Member States are facing.

Curriculum Vitae

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Jul 2012 – Dec 2017 (5.5 years)

Account Director

Gartner | Kuala Lumpur, Malaysia

Founded in 1979 and headquartered in Stamford, Connecticut, USA, Gartner, Inc. is the world's leading information technology research and advisory company. Gartner is a trusted partner of over 75% of global fortune 500 companies and in over 9,000 distinct enterprises worldwide. Gartner's clients include CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors across all industries.

Oct 2005 – Jun 2012 (6 years 8 months)

Manager, Enterprise Intelligence

Multimedia Development Corporation | Selangor, Malaysia

The Multimedia Development Corporation (MDEC) was incorporated in 1996 to oversee the development of the MSC Malaysia and to advise the Malaysian Government on legislation and policies: 1) to attract participation from global companies as foreign direct investment and to create jobs, and 2) to nurture Malaysian Small and Medium Enterprises (SMEs) in the ICT sector to become world-class businesses.

Apr 2005 – Oct 2005 (6 months)

Conference Producer

Marcus Evans | Kuala Lumpur, Malaysia

Marcus Evans is one of the world's leading providers and promoters of global summits, strategic conferences, professional training, in-Company training, business-to-business congresses, sports hospitality, and on-line information. Founded in 1983, the company now employs over 3000 employees globally.

Sep 2004 – Mar 2005 (6 months)

Business & IT Analyst

NetRunners | Boca Raton, Florida, USA

NetRunners is South Florida's number one on-site computer and networking support company for home and business. Headquartered in Boca Raton, their engineers are based throughout South Florida to serve the computer and networking needs of residential and commercial clients.

Education & Certification

2004

Bachelor of Business Administration

Northwood University | United States

Major: Management Information Systems

1999

Microsoft Certified Systems Engineer

(MCSE) - Microsoft

Additional Info

Awards:

- Gartner Leadership Preparation Program
- Gartner Winners' Circle
- Certificate of Commendation from the Prime Minister of Malaysia
- MDEC Great Ideas Award
- Dean's List, Northwood University

Extra Curriculum:

- Chess, reading, running.
- Interests in macroeconomics, geopolitics, Bitcoin and blockchain, technology, finance
- Treasurer for Ken Bangsar Condominium Management Committee (2015)
- Standard Chartered & Great Eastern 10KM and 12KM runner
- Article contributor for EduSmith magazine
- IT Instructor / Trainer in Florida, USA