

## **Ho Wei Leng, Winnie**

### **PERSONAL DETAILS**

#### **PERMANENT ADDRESS**

73, Elitis Suria, Valencia, Sungai Buloh,  
47000 Selangor, Malaysia.

#### **E-MAIL**

[winnie.howeileng@gmail.com](mailto:winnie.howeileng@gmail.com)

#### **CONTACT NUMBER**

(+6) 016-6969002

Diligent and dedicated individual with demonstrated working experience in executing initiatives on policy formation, project management, review and facilitate the development of the capital market to enhance market efficiency, vibrancy and competitiveness. Strong work dedication ensures the ability to work in diverse tasks in which respectful and effective communication skills are integral. Proven ability in superb quality of analysis and output together with timeliness of delivery of findings. Experienced individual in the development of capital market products and infrastructures seeking full-time position.

### **WORK EXPERIENCES**

#### **Vice President**

**June 2020 - Present**

#### **Assistant Vice President**

**November 2018 – May 2020**

Securities Borrowing & Lending (SBL) Department, Kenanga Investment Bank Bhd

#### **Key Achievements:**

##### **(1) SBL Department set up and support**

- Implementation of SBL project implementation plan and assist in managing project team, project challenges, risk and resources.
- Strategize and effectively communicate with relevant internal and external stakeholders.

##### **(2) SBL process workflow maintenance and business development**

- Developed SBL business policies and procedures, including marketing tools.
- Improve processes to service clients and collaborate with internal stakeholders to ensure relevant infrastructures, operations and systems required are in place.
- Collect data, monitor market trends, conduct feasibility study, research and data analysis to identify business opportunity.
- Ensure compliance to relevant rules and regulations, company policies and procedures.

##### **(3) Achieve business targets**

- Assisted to prepare business plan, financial targets and tactic plans for SBL business.
- Prepared marketing materials and supported sales events for clients.
- Managed sale process, prepared proposals and contract documents prior to negotiation with clients.

**Product Manager****July 2018 – November 2018**Product Development & Management Department, Affin Hwang Asset Management Bhd

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**Key Achievements:****(1) Product development for unit trust products and discretionary portfolio management**

- Conceptualize and design product strategies with investment team and sales channels.
- Formulated product submission and relevant offering documents for management and regulatory body approval.
- Conducted research on product landscape and sales trends in relevant market.

**(2) Facilitate development of China-related agenda – Bond Connect and Renminbi Qualifies Foreign Institutional Investor (RQFII) Framework**

- Formulated company fund submission for Bond Connect application.
- Formulated company application for RQFII licence application.
- Coordinated internal and external stakeholder engagements, including Chinese regulators and trustee for licence application.

**(3) Facilitate development of internal fund management infrastructure**

- Conceptualize and design the internal standard operating procedure for securities borrowing and lending activities for fund product.
- Formulated the liquidity policy for fund redemption.

**Manager****August 2017 – June 2018****Assistant Manager****September 2015 – July 2017****Senior Executive****April 2014 – August 2015**Markets & Products Department, Market Development, Securities Commission Malaysia

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**Key Achievements:****(1) Develop Malaysia OTC derivatives reform exercise – OTC Data Collection and Central Clearing Counterparty (CCP)**

- Conducted in-depth research and analysis in policies and developments in the reform exercise and application to Malaysia's market infrastructures.
- Assisted in formulation and ongoing review of policies and regulatory framework to facilitate management's decision making.
- Managed internal and external stakeholder engagements, including regional regulators, local bourse and industry players.
- Assisted to manage various stages of implementation through industry consultations, pilot programme and external enquiries.

**(2) Facilitate development of China-related agenda in capital market - Renminbi Qualified Foreign Institutional Investor (RQFII) Framework**

- Conducted research on regional RQFII developments and eligibility requirements.
- Formulate internal standard operating procedure and external guidance for Malaysia RQFII licence application.
- Coordinated internal and external stakeholder engagements, including Chinese regulators and central bank to develop a licensing framework for Malaysian entities.

**(3) Facilitate development of Malaysia securities and derivatives market**

- Evaluation on proposals and initiatives for further implementation.
- Conducted in-depth research and jurisdictional analysis study on securities and derivatives products and infrastructures.
- Managed internal and external stakeholder engagements, including central banks, local bourse and industry players, to seek views and communicate on proposed initiatives related to the development of Malaysia Capital Market.
- Managed various stages of implementation through industry consultations, consultation papers issuance and negotiation with relevant parties.

**(4) Conduct feasibility studies on secondary market liquidity for Malaysia capital market**

- Conducted analysis research on Malaysia and jurisdictional Regulated Short Selling (RSS) and Securities Borrowing and Lending (SBL) market.
- Assisted in designing finding studies for Secondary Market Advisory Group (SMAG).

**(5) Develop and design of Malaysia Derivatives Blueprint**

- Conducted in-depth research on jurisdictional derivatives and securities market development.
- Formulate and design the building blocks for development in Malaysia derivatives market through team brainstorming and engagements with relevant stakeholders.

**Graduate Management Executive**  
Securities Commission Malaysia

**September 2012 - March 2014**

**(1) Markets & Products Department, Market Development**

**(2) Strategy & Research Department, Market Development**

**(3) Managed Investment Schemes Department, Corporate Finance & Investment**

**Internship Experiences:**

**Assistant Head of Operation**  
Citigroup Global Markets Malaysia

**November 2011 - February 2012**

**Economic Analyst**  
Capital Dynamics Malaysia

**November 2010 - February 2011**

**EDUCATIONAL BACKGROUND**

**Monash University** July 2009 - June 2012  
Bachelor of Business and Commerce (Economics, Banking & Finance) CGPA: 3.50/4.00

**Sunway University College, Malaysia** July 2008 - June 2009  
Monash University Foundation Year (MUFY) CGPA: 4.00/4.00

**SMK Aminuddin Baki, Kuala Lumpur, Malaysia** 2007  
Sijil Pelajaran Malaysia (SPM) Score: 11A

## HONOURS & AWARDS

### **Career Award:**

Outstanding Work Performance (Pencapaian Prestasi Kerja Cemerlang) December 2016

## SKILLS AND EXPERTISES

### **Language Skills:**

Proficient in written and spoken English, Chinese(Mandarin and Cantonese), Bahasa Melayu.

### **Familiar Computer Applications:**

Microsoft Office Applications (Word, Power Point, Excel, Excel Pivot).

## REFERENCE

### **Ms. Tai Mei Ling**

Deputy General Manager

Markets & Products Department

Securities Commission Malaysia

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