



ANDREW OH JU LI

Nation Builder | Content Creator | Marketing Strategist | Event Producer | Project Manager | Talent Curator

PROFILE



Malaysian



Selangor, Selangor



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Klang Valley



13th September 1984

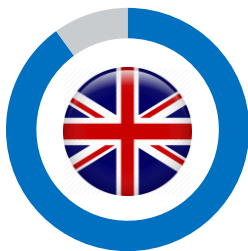
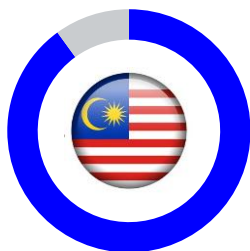


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Bachelor of Engineering
(Process & Food),
Universiti Putra Malaysia,
2008

LANGUAGE

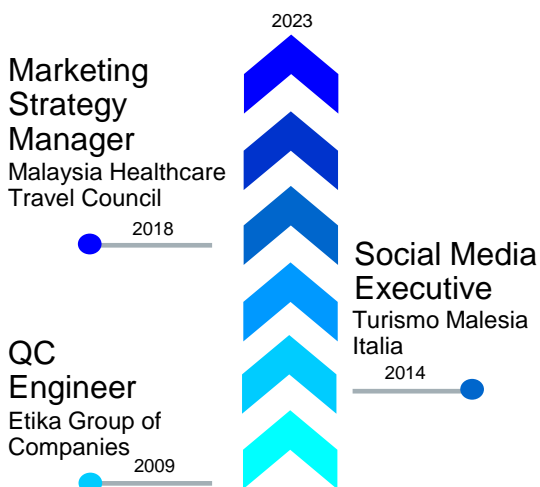


ABOUT ME

Born and bred in Teluk Intan, Perak, I have strong passion in nation building and transforming lives with specific interest in healthcare and digital economy. Started off in the FMCG industry as a QC engineer, I have been active in healthcare travel industry since 2018. Throughout my career, I curate, alleviate and variate initiatives and talents to enhance strategic organizational sustainability.



CAREER TIMELINE



EXPERIENCE & SKILLS

15
years of
experience

Integrity
Leadership
Teamwork
Analytical
Interpersonal
Solution Driven

Project Management
Partnership Management
Communications
Marketing Strategy
Strategy Planning
Content Development
Event Management

Marketing Strategy (2022 – to date):

1. Develop channel strategies and provide recommendation to marketing team for implementation.
2. Assume the role of trainer for expansion of Healthcare Travel Facilitator (HTF) training programme.
3. Secure support and collaboration with potential partner including state tourism boards and travel associations in organizing HTF training programme in/with targeted states/organizations.
4. Identify, foster and execute partnership deliverables at industry and market level through partnership assessment guidelines.
5. Market rationalization and partnership prioritization modelling development and analysis.
6. Strategy planning for department and ensuring direction is in accordance with organization's direction and industry blueprint.
7. Conduct focus-group discussion from time to time with MHTC member hospitals to identify gaps in addressing patient experience and support sought by MHTC member hospitals.
8. Hotel and private hospitals identification, engagement and curation of premium wellness / health screening programme.
9. Identify and evaluate international industry events participation hosted locally and internationally.
10. Develop go-to-market framework for identified potential market.

Business Sustainability (2019 – 2022):

1. End to end event management: B2B, B2M, B2G & B2C
2. Ecosystem thought leaders, talents and enablers scouting, engagement and positioning
3. Annual strategy planning and corporate strategy initiative alignment
4. Stakeholder management: strategic partnership branding and value proposition
5. Conference agenda production: theme & supporting pillars setup, topic & angles of discussion development, speakers' engagement
6. Project management including P&L and positive ROI management
7. Centre of excellence initiative – capacity building, partnership, content, marketing
8. B2B & B2C content development through demographic definition, benchmark setting, writing funneling & optimization, promotion & analysis
9. Industry blueprint and digital framework development
10. Train, support and curate subordinates

Fertility & Cardiology Hubs (2018 – 2019):

1. Develop hubs' strategy and tactical plan
2. Support market in developing and executing effective GTM initiatives related to Hubs
3. Develop international PR branding and marketing communication strategy, tactical contents & products for Cardiology hub
4. Establish international collaboration on capacity building
5. Organize and execute market familiarization trip (B2B)

Product Management (2018):

1. Determine and specify the research needed to obtain market information
2. Assess market competition through competitors' monitoring
3. Specify market requirements for current and future products by conducting market research
4. Develop product placement strategies
5. Analyze potential partner relationships for products

2014 – 2017: Social Media Executive – Turismo Malesia Italia

1. Plan, design and create online marketing content: Turismo Malesia Italia FB
2. Translator in international annual events in Milan: La Fiera d'Artigiano 2014 & 2015
3. Part time front desk officer attending to public inquiries pertaining to Malaysia
4. B2B business matching arrangement at Borsa Internazionale del Turismo 2015 - 2017, TTG Italia 2014 – 2016.
5. Assist in promoting and coordinating seminars and exhibitions for Turismo Malesia Italia

2009 – 2014: QC Engineer – Etika Group of Companies

1. Monitor daily production to ensure finished goods are all within specifications
2. Manage daily manufacturing line issue
3. Carry out trial run for process improvement purposes and carry out supplier material trial run
4. To fully coordinate on all quality related activity and ensure its compliance to ISO 9001 & HACCP requirements and internal procedure at all time
5. Involve in all quality related complaint investigation and implementation of corrective actions
6. Preparation of food & packaging specification declaration to respective customers
7. Submit monthly KPI report to customers: Pizza Hut & KFC HQ

Other Career Highlights:

- | | |
|-------------|--|
| 2023 | : CEO Merit Award. Mentor for top 3 winners of Invencomax 3.0 (UTM-IEM SS National Innovation Competition) |
| 2022 | : Project Leadership Accelerator Series Training by Leaderonomics |
| 2021 | : Marketing Series Training Programme by Jeevan Sahadevan |
| 2020 | : CEO Merit Award |
| 2015 – 2017 | : Italian Language Course Level A1.2 to B2.2 at Istituto Dante Alighieri Milano – Scuola di lingua italiana per stranieri |
| 2011 – 2014 | : ISO 9001, GMP, HACCP and FSSC 22000 Audits Trained
: Radiation Protection Officer – Gauge (Certification) by Atomic Energy Licensing Board, MOSTI |

Referees:

Mr. Zulkefli Idris

Former Vice President, Business Sustainability
Malaysia Healthcare Travel Council
+6019 – 367 9848
Relationship: Former superior

Mr. Mohd Shahril Zainal

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Deputy Director, Market Intelligence Unit
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