

## MUHAMMAD HIZAMI AIZAT BIN CHE HARUN

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Email : [hizamiaizat@gmail.com](mailto:hizamiaizat@gmail.com)  
Education : Chartered Institute of Marketing (CIM, UK)  
Master in Business Administration (MBA)  
Degree in Economics  
Diploma in Investment Analysis



### Professional Profile

As Associate Member of Chartered Institute of Marketing. Dedicated and enthusiastic professional with a total of more than ten (10) years of hands-on experience in medical tourism. Main focus are areas of business development, marketing, strategic planning, stakeholder and client management, Investor relation and team management.

Played a key role in strategizing, planning, developing and execution business plan, assess and venture new market, managing the international portfolio for the medical tourism in the healthcare industry. Flexible and analytical with a keen eye for details, skilled at synthesizing, proficient in managing and leading the team to achieve overall objectives and deliverables.

Proactive and easy-going with excellent team-work culture through effective communication, empowerment, enhancement of the team members.

### Area of Work Experience

- Lead business team to develop business strategies to achieve organization goals.
- Strategizing, planning, structuring, execution and monitoring of business plan and development of new markets.
- Analyzing market position and business trends in the medical tourism industry to identify opportunities, threats and challenges that will directly or indirectly affect the organization.
- Identify business gaps and review the product, marketing and business strategies to formulate the best methods and mechanisms for competitive intelligence.
- Practise good public relations and establish connections with the stakeholders for the client management.

### Achievements

- Establishment of 5-year Strategic Plan for CBP.
- Achieved the highest increase in revenue for CBP.
- Establishment of new market with representative office in Bangladesh, Myanmar and Sumatera Indonesia.
- Achieve excellent results with the team on the departmental appraisal and increase revenue for the organization.
- Executing CSR programme with the team as part of marketing initiative to attract more patients and to sustain and increase branding in Myanmar and Bangladesh.
- Accomplishment on the coordination of door-to-door to reflect on ROE for customer's satisfaction.

## Work Experiences

Dec 2020-  
Present

### **Co-opbank Pertama Malaysia Berhad (CBP) Manager, Corporate Strategy & Communication**

- Assessing organisational performance, developing achievable goals and implementing processes that improve organisational effectiveness
- Formulate, execution and evaluation of corporate strategic plan to achieve the organisational long- and short-term goals and objectives.
- Manage business team to develop business strategies to achieve bank goals.
- Assist in planning and providing relevant research for the purpose of development of banking business.
- Prepare and coordinate the results of monitoring and analysis initiatives of each department to be presented to Senior Management and Board Members.
- Analyze market position and business trends in the banking industry to identify opportunities, threats and challenges that will directly or indirectly affect the bank.
- Identify business gaps and review the product, marketing and business strategies to formulate the best methods and mechanisms for competitive intelligence.
- Develops and implements a marketing communications strategy for the corporation that builds and maintains a positive corporate brand.
- Oversees corporate communications and branding in various online and print platforms such as LinkedIn, Twitter, Facebook, and industry magazines.
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Identify, develop and execute communications strategy for key media contacts and customer references.

Dec 2011-  
Nov 2020

### **Institut Jantung Negara (IJN)- Country Manager, Medical Tourism & Business Development**

- Develop business and marketing plan in medical tourism internationally.
- Assist business development team in strategizing, planning, structuring and execution of business plan and development new market.
- Manage the portfolio and the oversea accounts and market by preparing the research, due diligence and assess & venture new market for medical tourism
- Plan and coordinate for medical tourism events include branding and communication.
- Practise good public relations and established connections with corporate companies especially insurance company, government agencies, to be part of IJN corporate clients.
- Promote IJN packages especially on the medical tourism to overseas market, handling queries and meetings, facilitate clients,
- Prepare presentation materials, flyers, marketing tools etc. for department.

- Work closely with other functional areas in providing data- based analysis to support business direction.
- Serving as liaison and mediator between patients and healthcare providers and tourism enterprises
- Formulating the product of health/ medical tourism and developing the appropriate business plan for the particular segment.
- Monitoring market changes in the targeted parts of the world
- Increasing brand awareness in target destinations
- Adjusting marketing campaigns based on changing sales trends in particular countries and tailoring brand messages to address different demographics
- Adjusting our messaging and tone of voice to each social media platform

Apr 2010-  
Nov 2011

**East Coast Economic Region Development Council (ECERDC)-  
Executive, Investment Management & Special Economic Zone**

- Study business proposal, project evaluation, business matching, and report writing
- Specialize in Strategic Planning and Market Intelligence activities in the department.
- Evaluate the project proposal of Inbound Investment to Malaysia particularly in East Coast Region.
- Present and promote ECER packages to investors, handling queries and meetings, facilitate investors, participate trade mission, and liaise with other divisions
- Prepare presentation materials, paperwork and work schedule.
- Practised good public relations & time management skills, established connections with investors

**Notice Period**

3 Months' Notice

**References**

**Puan Nur Laili Zahwan**

Head, Corporate Strategy & Communication

Co-opbank Pertama

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No. 27, Lorong Medan Tuanku 1, Off Jalan Sultan Ismail, 50300 Kuala Lumpur.

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