
Personal Statement/Career Aim

An experienced Financial Controller with 21 years of leadership in finance function.

My strengths are in strategic planning, financial controllership, budgeting & forecasting and financial analysis. Very proactive team player having excellent leadership and communication skills. Strong in meeting deadlines and problem solving. Having a blend of unique mix of skill sets in business management and financial operations. Believes in efficiency with digitalisation in process improvement, integrity, and outstanding customer service provided to internal stakeholders of the organisation.

Other experiences include process reengineering, change management in relation to work practices and culture and some regional exposures dealing with finance counterpart in certain part of South East Asia.

Overall Achievements

Cash Flow Management

- Setting up of new credit control teams to focus on collection of 180 days debt by reducing from RM18M to RM9M within 6 months period.
- Decreasing the amount in accounts receivables by 20% and days outstanding from 90 days to 65 days. Having frequent collection meeting with sales team to ensure there are updates on payment status
- Avoid using overdraft facilities by better manage outflow of operating expenses i.e having listing of priority payment to be made to providers and reduction of operating expenses.
- To negotiate a more favourable deal from the interest rate of 2.3% to 2.7% with a savings of RM3,000,000 in fixed deposits form

Business Process Improvement

- Changing the manual workflow of the processing of credit note & credit application form to automation process for better accuracy and efficiency of data inputing into system
- Piloting the feasibility study of the current process and bring in suggestions on the new process to involve Robotic Process Automation on the Receivables (collection category) with the reduction of 2 headcount from team size of 38 headcount
- System enhancement and Implementation that involving 4 countries to sync with the various operational tools in order to better efficiency, productivity and accuracy
- Migration of manual invoice system to point of sales with the reduction of 3 headcount from team size of 20 headcount

Business Strategy

- Providing a business plan on having own logistic fleet on cost savings over using outsource platform with better turnaround time and service level to be given to clinicians
- Involvement on providing data analysis for project of downsizing headcounts and sites with operation team for effective decision making
- Collaborate with sales & marketing to increase revenues on 10% grow annually by revising the segment structure and providing special pricing to the hypermarkets. ie Starbucks which contributed 25% of the total revenue
- Restructured suspense account methodology to improve leakages position in order to have a better business outcomes. A reduction from RM20Million to RM9million in the balance sheet
- Develop and implement compliance KPI dashboard for senior management, and manage balance sheet review activities e.g Gross Margin, inventory, advertising and promotion activities

Team Work & Stakeholder Management

- Have 21 years of working experience leading a team
- Direct, manage and develop accounting staff ranging from 6 to 30+ headcount from associates to manager level
- Built relationships with internals and external parties in order to have the resources necessary to meet management's expectation and needs on driving cost reduction and meeting sales requirements.

Budgeting & Forecasting

- Driving the company towards to achievement of the budget being set and have frequent monthly sales review with the Sales and Marketing team.
- Having consistent review with Operation team on cost efficiency and cost savings for each line of expenses involve

Internal Controls

- Developed, implemented and documented internal control procedures and policies to ensure the accuracy of the information provided to the management. No material weaknesses highlighted in the management letter that are noted by auditors during that period.
- Ensure timely, accurate information and provision and liabilities are taken up in order to minimise audit adjustment

Skills

- Member of professional accounting body (ACCA)
- Fluent spoken and written English and Malay
- MS Excel (advanced), Word and PowerPoint

Education & Qualifications

2006	Sunway College ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA)
2001	Inti College Bachelors of Art Major in Accounting
1997	Sekolah Menengah Subang Jaya SPM

Professional Experience

Mar 23 to Current – Senior Finance Manager

INTERNATIONAL SOS (M) SDN BHD (A business of specialises in delivering emergency assistance for clients travelling domestically and abroad as well as for foreigners who are visiting Malaysia. They are also on medical assistance, healthcare services and cost containment, home assistance, automobile assistance, third party administration remote and remote site medical services.

Sole contributor role that providing financial control standards to ensure compliance with General Affairs Policy and Procedures (GAPP) by the functions in the Region. Reviewing the balance sheet reporting through detailed periodic reviews of all legal entities within the Region to avoid exposures and ensure all reconciliations are performed and addressed. Reporting to Chief Financial Officer, SEA supporting 8 countries

Selected Achievements

- Finalisation of the audit with the local team from Mongolia, Malaysia and Myanmar which have been long delayed due from auditors and local team and this had been completed within 1 month
- Coordinate and liaise with business units/stakeholder on budgetary and preparation of annual budget in the complex matrix environment.
- To finalise the monthly SEA regional office management account with key drivers on headcounts that are contracted with multiple legal entities.
- Peruse through the balance sheet of Philippines and Malaysia to identify the impact of the provisions and accruals in profit and loss account and rectification work to be done on the process
- Being the project regional lead with the local team to ensure the accounting system migration able to go through smoothly and ensure all transactions are properly set off and history data are properly clean up before migration

May 21 to Feb23 – Financial Controller

INNOQUEST PATHOLOGY SDN BHD (A business of providing comprehensive range of services and tests to meet the requirements of the healthcare industry on 75 lab sites nationwide). A subsidiary of Pathology Asia under the ownership of TPG Capital, an American investment company.

Directed a finance team of 24 members comprise of Managers, Accountant and Executives. Reporting to CEO that handles Malaysia's operation. Providing analytical (e.g on Sales, Labour, Consumables and Other key drivers), decision-making support, business processes and HQ (Singapore) reporting. Managed relationships with senior management team.

Selected Achievements

- Merging and standardisation of assets, liabilities and operations from an entity to another entity for better synergy due to similar operations and ensure a smooth transition period without any business interruption (ie migration of data of business units and by segments)
- Reengineering the entire finance work flow to ensure productivity and efficiency with reduction of headcount 24 to 19 currently (with tools, work flow improvement, cost efficiency)
- To restructure the finance team job scope to have better realignment of functions and unlocking potential in terms of efficiency and effectiveness
- Preparing monthly CEO's report, fortnight weekly management report, quarterly board papers and yearly budget business plan, ad hoc analysis for insightful decision making
- Being part of the due diligence process due to new investors joining the group and managing change management in relation to work practices and culture due to merging exercise
- Implemented new analytics based on data compilation and process allowing real time fact-based decision making (Sales by segments, headcount reports, stocks consumption, other expenses)
- Implementation of QR code to convert cash payment to e-wallet concept with better controls of cash movement in 75 lab sites nationwide and report efficiency
- Automation the process of credit application form into Google form instead of manual filling us by commercial team for process and cost efficiency
- Managing a team of credit control to have outstanding > 180 days with a reduction from RM18Million to RM9million in the balance sheet

- Execution of proper control on the stock consumption, stock reorganisation, stock expiry to branches for cost efficiency
- Realignment of correct coding within various dept (ie business segment, business unit, lab system, HR system) and massive clean up the balance sheet items
- Be part of the team for tender assignment with government/corporate by providing financial forecasting before decision made on embarking on such projects.
- Finalisation of the audit with minimal adjustments and no issue raised in management letter within a short time frame on year to year basis.
- Providing a business plan on having own logistic fleet on cost savings over using outsource platform with better turnaround time and service level to be given to clinicians
- Involvement on providing data analysis for project of downsizing headcounts and sites with operation team for effective decision making
- Implemented unbilled services to be process for billing with auto validation done by month end to avoid leakages
- Analyse inventory of branches in the region, manage and propose effective measures to help control inventory and restrain dead inventory, and assist in improvement
- Evaluate and audit the profit and loss statements of branches, formulate relative strategies to assist branches to improve it by reduce certain key cost drivers ie consumables usage and headcount
- Undertaking the financial key performance indicators from management and managing the financial KPI of the HQ and branches, assisting the HQ to formulate corresponding strategies and implement them
- Provide indepth variance expenses analysis for cost efficiency and to reduce the expense reimbursement by the branches

Nov 17 to Apr 21 – Senior Financial Controller

ASIA ASSISTANCE NETWORK SDN BHD (A business of providing of local and international medical & security assistance, automobile and outsourced contact centre industry). A subsidiary of AXA France SA

Directed a finance team of 36 members comprise of Managers and Executives. Reporting to Chief Financial Officer supporting Malaysia and Singapore. Providing analytical (e.g on Gross Written Premium, providers claims, operational activities), decision-making support, business processes and Central reporting. Managed relationships with accounting firms, tax agents, law firms and bankers.

Selected Achievements

- Managing a team to clean up the suspense accounts which is the major project based on 20 years transactions due complete in 2 years with a reduction from RM20Million to RM9million in the balance sheet
- Kick off the manual billing to automated billing system & transformation to online banking platform from cheque issuance (within 3 months to complete concurrently)
- Realignment of correct coding within various accounting tools and massive clean up the balance sheet items
- Manage to convert a yearly financial closing culture to a monthly financial reporting with a change management in relation to work practices and culture
- Documenting the process flow on inpatient, outpatient, Medichcek and Roadside Activities which are not in place and reengineering of process, implementation of new controls to be in place (ie journal voucher, bank reconciliation, receivables and payable aging approval) and ensure compliance with policy and procedures
- Avoid using overdraft facilities by better manage outflow of operating expenses i.e having listing of priority payment to be made to providers and reduction of operating expenses.
- To negotiate a more favourable deal from the interest rate of 2.3% to 2.7% with a savings of RM3,000,000 in fixed deposits form
- Implemented new analytics based on data compilation and process allowing real time fact-based decision making (detailed expenses account, network provider claim made, revenue billing report, hospital rebates given)
- Being project lead on enhancement and system upgrading in accounting tools and implementing this across the certain South East Asia region for standardization and simplification
- Being project lead with the team of in-house data scientists team to work on the Robotics Process Automation on the finance operations to have operation efficiency
- Finalisation of the tax and audit for Singapore which have been long delayed due to the migration operations from Singapore to Malaysia team and reduction of attrition rate in Singapore. Project had completed within 2 months
- Developed high performance finance team to drive disciplined growth and strengthen controls and build shared service center within the region (managing Singapore and Malaysia)
- Manage the project on contract management by having a dashboard for status of the contract, billing progress, billing frequency made and revenue recognition and successfully carried out meeting with sales team to ensure workdone by measuring on the % billing being issued

Jul 11 to Oct 17 – Finance Manager

ETIKA FRESH MILK SDN BHD / ETIKA FRESH MILK MANUFACTURING SDN BHD

(A business of manufacturing, distribution & marketing of pasteurized milk)

ETIKA CONSUMER SDN BHD

A business of trading of consumers products

A group of subsidiaries of Asahi Group Holdings Southeast Asia Pte. Ltd

Supervising a finance team of 20 members comprise of a Manager, an Accountant and Executives. Reporting to General Manager supporting sales and the milk plant and Group Chief Financial Officer. Providing analytical (e.g on Gross Margin, inventory, advertising and promotion activities), decision-making support, business processes and Central reporting. Managed relationships with accounting firms, tax agents, law firms, insurance agents and bankers. To prepare various report to headquarter for monthly and quarterly for submission which includes consolidation and budget report as well

Selected Achievements

- Collaborate with sales & marketing to increase revenues on 10% grow annually by revising the segment structure and providing special pricing to the hypermarkets. ie Starbucks which contributed 25% of the total revenue
- To support the management to increase profitability by reducing the return rate from 10% to 5%. By measuring the vendor/sales team KPI breaking down by segments/outlets to be highlight on monthly basis
- To work closely with consultant in getting the EPP 13 Government Grants on the assisting the farmers to produce for milk supply for the organisation. Being part of the corporate social responsibility and also application of the approval permit for the import of Australian fresh milk
- Moving operations, assets and liabilities from a division to a newly set up entity and ensure a smooth transition period without any business interruption (ie new trading terms and migration of data)
- A review on the costing on the transfer pricing activities in between both manufacturing and the trading company
- Involvement in the restructuring of the disposal of the land and building to the holding company for tax efficiency and regular changes on the transfer pricing for manufacturing to the trading entity
- Implemented new analytics based on data compilation and process allowing real time fact-based decision making (SKU brands sales and return report, production losses and variance report, inventory management, vendor and salesman sales report, chiller report, maintenance of each of the vehicle purchased)
- Documenting the process flow on sales order, purchase order, inventory which are not in place and reengineering of process, implementation of new controls to be in place (ie quotation procedures, statement of account reconciliation and advertising and promotion control form)
- Kick off the manual billing to automated point of sales system on invoices and delivery order to be in line with the GST implementation
- Accounting system upgrading to be in line with Headquarters coding standardisation
- Implementation processes of being part of the Human Resource and Admin function (ie proper filling system, guidelines and requisition of Purchase Order, upgrading of payroll system, appointment and resignation letter)
- Being part of the due diligence process due to management sell out to Asahi and managing change management in relation to work practices and culture
- Decreasing the amount in accounts receivables by 66% for those > 120 days and days outstanding from 72 days to 57 days. Having frequent collection meeting with sales team to ensure there are updates on payment status

Dec 09 to Jun 11 – Financial Controller

WYANN INTERNATIONAL (M) SDN BHD

(A business of retailing of slimming and facial centres and franchising)

Supervising a finance team of 25 members comprise of an Accountant and Executives. Reporting to 2 Managing Directors Providing analytical (e.g on financial management of branch's business, Inventory report, advertising and promotion activities and uncompleted treatment), decision-making support, business processes and monthly reporting. Managed relationships with accounting firms, tax agents, law firms, insurance agents, regulatory agents and bankers.

Selected Achievements

- Kick off the manual cheque to computerised cheque issuance system (within 3 months to complete)
- Manage to convert cash concept culture to accruals concept with a change in relation to work practices and culture
- Implementation on centralisation purchases/inventory and getting bulk discount from supplier on the supply chain management and including handling logistics to the store
- Documenting the process flow on sales order, purchase order, inventory which are not in place and reengineering of process, implementation of new controls to be in place (ie reduction on petty cash usage, statement of account reconciliation and advertising and promotion control form, usage of credit note for set off, stock code creation)
- Implemented new analytics based on data compilation and process allowing real time fact-based decision making (stock clearance report, monthly stock level report, bulk purchase quantity report, merchant application scheme for credit card rates)
- Implementation processes of being part of the Human Resource function (ie handbook written up, proper filling system, implement payroll software, guidelines for recruitment, appointment and resignation letter, transfer letter, warning letters and appraisal forms for staff evaluation)
- For regulatory function, to ensure all cosmetics and supplement registration successfully done up

- For IT matters implementation new process on promotion code in accounting system, controls on void sales and cost savings of telephone charges
- Involvement in the purchasing and disposal building to the company for tax efficiency
- Coordinate and liaise with business units on budgetary and forecasting process and preparation of annual budget

May 06 to Nov 09 – Financial Controller

CAMBERT (M) SDN BHD

A business of wholesalers and distributors of natural health food, vitamins, cosmetics and other consumer products

Supervising a finance team of 5 members comprise of an Accountant and Executives. Reporting to General Managers & Regional Finance Manager in Singapore. Providing analytical (e.g on financial management, Inventory report, advertising and promotion), decision-making support, business processes and monthly reporting. Managed relationships with accounting firms, tax agents, insurance agents, secretary and bankers.

Selected Achievements

- Implemented new analytics based on data compilation and process allowing real time fact-based decision making (SKU brands sales and gross margin report, advertising and promotion activities, financial management of chain's business, return report, short shelves life inventory, aging overdue reports, revised commission scheme)
- Documenting the process flow on sales order, purchase order, inventory which are not in place and reengineering of process, implementation of new controls to be in place (ie Approval of payment voucher supported with supplier's invoices, statement of account reconciliation and advertising and promotion control form)
- To support the management to increase profitability by reducing the return rate. By measuring the sales team KPI breaking down by segments/outlets to be highlight on monthly basis and have proper approval process
- To reduce the usage of overdraft facility as much as possible due to high interest incurred & improve liquidity
- To finalise the yearly tax computation with profit forecast for tax revision
- To finalise the yearly audit and ensure minimal adjustments and no material weaknesses highlighted in the management letter
- Implementation processes of being part of the Human Resource function (ie handbook written up, proper filling system, implement payroll software, guidelines for recruitment, appointment and resignation letter, transfer letter, warning letters, calculation of the sales personnel commission scheme and appraisal forms for staff evaluation and prompt payment to statutory department
- Coordinate and liaise with business units on budgetary and forecasting process and preparation of annual budget

Feb 01 to Apr 06– Senior Associate

ERNST & YOUNG

Responsibilities:

- Leading engagement team in performing statutory financial audits in Malaysia and overseas
- Conduct planning for major audit assignments which require tight monitoring and coordination
- Review and perform consolidation of financial statements for public listed corporations
- Review and perform tax computation
- Perform reviews of internal control system and critical business processes of companies to identify potential risk areas and recommend improvement measures
- Perform due diligence review
- Multinational corporations and public listed corporations in the following industries:
 - Trading
 - Services
 - Manufacturing
 - Information Technology
 - Petroleum Exploration, Development and Production

Feb 01 to Aug 03 - Associate

Responsibilities:

- Assisting team leader in the engagement team to perform statutory financial audit in Malaysia and overseas
- Performing statutory financial audit for dormant companies and smaller engagement
- Review and perform tax computation for smaller engagement
- Understanding the client's business process by conducting transaction testing on the client's internal control