

MUHAMMAD NURHAFAEZ SHARIF

SUMMARY

A mechanical engineer by training, an artist at heart and a well-experienced corporate strategist with a demonstrated history of working in multi-industries ranging from automotive, oil & gas, industrial machineries, components manufacturing, lubricants, electronics, aerospace, agri-business, and banking. Skilled in strategy design, execution and monitoring supported by strong industry, market research, data gathering, business planning and business development capabilities. Currently exploring Islamic Finance space, tasked to establish and implement sustainability efforts across the organization through formulation of relevant policies and strategies.

AREAS OF EXPERTISE

- Strategy Formulation
- Business Planning
- Project Management
- Proposals & Reporting
- Market Research & Data Mining

PROFESSIONAL EXPERIENCE

AGROBANK (also known as Bank Pertanian Malaysia Berhad), Kuala Lumpur

Section Head, Sustainability Policy Development & Strategy

October 2019 – Present

Key Responsibilities & Achievements:

Developmental Role & Sustainability. Drive developmental-oriented and sustainability agenda in the Bank. Formulate Developmental Roadmap, Sustainability Strategy and Sustainability Framework Bank-wide to guide Bank's sustainability agenda. Participated actively in various inter-bank working groups spearheaded by Bank Negara Malaysia (BNM) to formulate relevant industry policies and guidelines on value-based intermediation (VBI), sustainability and climate change. Organize series of awareness programs to educate and instill value creation and sustainability-driven mindset and culture among the employees especially to Bank's frontliners i.e., credit officers, relationship managers and sales & marketing. Among the programs include engagements, e-learning, training programs and other educational platforms such as posters and videos. Lead the development of annual integrated reporting in the Bank. The ultimate objective is to ensure the Bank able deliver its developmental role and sustainability commitment more effectively and create intended outcomes to economy, social and environment, both to internal and external stakeholders.

Long-Term Strategy Formulation. Contribute towards formulation and design of Bank's refreshed five-year strategic business plan (SBP 2021-2025) and ensure all initiatives are in-line with Government policies and directions such as 12th Malaysia Plan, Shared Prosperity Vision 2030 and National Agrofood Policy 2.0. Lead 3 SBP projects - Enhancing crowd-in financing and investments from private sectors, Creation of Sustainability-linked Financing & Programs, and Enhancing Bank's Disclosure & Transparency through Integrated Reporting.

Mid-Term Review: Perform check and balance on all existing strategic initiatives progress to-date, challenge status quo to achieve and beat original targets. Engage project and initiative owners on ways to close gaps and overcome issues.

Compliance & Impact-based Reporting. Ensure all periodic reporting compliance to BNM is provided within the specified timeframe and within the required standards. The reports are related to how effectively the Bank delivers its mandate and achieve developmental impact expected to agriculture sector and its community. In addition, ensure transparency in all other reporting forms such as annual report, strategic corporate intent report and performance measurement framework report which highlight all the significant development indicators performed by the Bank.

KDIs & CKPI Formulation: Involved in formulation and setting of Key Developmental Impact Indicators (KDIs) consist of mainly non-financial development indicators that contribute towards economic development, social empowerment, and environmental sustainability. The KDIs are embedded into Bank's annual Corporate Key Performance Indicators (CKPI), reviewed and communicated to stakeholders on quarterly basis.

FGV HOLDINGS BERHAD (formerly known as Felda Global Ventures Holdings Berhad), K. Lumpur
Manager, Strategic Planning
February 2015 – September 2019 (4 years 5 months)

Key Responsibilities & Achievements:

Strategy Formulation: Completed 3-year strategic blueprint for FGV namely Business Plan 2019-2021 (BP21), built on 4 key strategic thrusts which align all targets and aspirations of the Group. Designed implementation process planning, execution and monitoring of BP21 via set of key strategic initiatives and projects, subsequently update Management and Board of Directors on the progress on a periodic basis.

Strategy Execution: Formulated strategy execution & implementation plan for BP21 from key initiatives tracking, monitoring & communication with respective business units. Conducted advisory and corrective measures to ensure alignment with strategic goals and long-term aspirations. Brainstormed, discussed and suggested ideas for gaps, risks, challenges, improvements and continuously communicate with respective business units / key owners for alignment of goals. Established a centralized Strategy War Room to facilitate communication and fast track decision making. Communicated BP21 progress to all employees within organization via internal portal, newsletters, roadshows, townhall, site visits and other forms of engagement sessions.

Annual Budget & Business Plans: Undertake annual budgeting & business planning process and cycle for FGV Group (in collaboration with Group Finance). Compiled financial and operational targets and ensure alignment with BP21 blueprint.

Business Sub-Strategy: Worked together with individual business units for development & formulation of specific strategies which include portfolio strategy, product strategy, go-to-market strategy and country strategy. The tangible result was the successful completion of the Downstream Strategy Blueprint covering food and non-food segments.

KPI Formulation: Involved in formulation and setting of Group KPI for GCEO and Top Management personnel (in collaboration with Group HR) based on BP21 and annual strategic initiatives, cascaded down to individual business units. This forms the basis for KPI setting for all employees across the board thereafter.

Divestment / Asset Disposal / Liquidation: Facilitated divestment of non-core entities and liquidation/wind-up of dormant companies (together with appointed liquidator/adviser), structured the process, tracked progress and tabled to Management & Board.

Market Intelligence: Established and led a centralized market intelligence team in the organization, prepared weekly industry benchmarks & analysis of competitors' movement for Board of Directors and Top Management's consumption.

Others: Drafted relevant contents for GCEO & Top Management for conference, seminars, media releases, analyst briefings, interviews etc. Supplied strategy-related contents for annual integrated report, quarterly investor updates, quality audit etc. Involved in business development activities through new project assessment & evaluation studies for the Group.

**** KPI Record:** Consistently exceeded expectations; last score: 4.0 out of 5.0 (top performer category)

EMERY OLEOCHEMICALS (a JV between Sime Darby & PTT Thailand), Ara Damansara

Assistant Manager, Global Strategy

February 2013 – September 2015 (2 years)

Key Responsibilities & Achievements:

Growth Strategy: Instrumental in development and formulation of Emery's long-term growth strategy roadmap (2013-2018), identification of new business areas and key potentials.

Growth Projects: Participated in various Emery's growth projects in pre-marketing activities, provide market and industry outlook, go-to-market strategy, competitive strategy and pricing strategy. One of the key achievements was the involvement in proposed collaboration with a national oil company's subsidiary to venture into specialised chemicals for automotive, construction, furniture & bedding markets. Provided sales pitch presentations to Fortune 500 customers for newly launched products and technologies.

Business Strategy & Support: Provided support (i.e. data mining, research, analysis on market, industry trends, competitors etc.) to Emery's 5+1 business platforms spanning from basic oleochemicals, home & personal care ingredients, crop protection chemicals, polyurethanes & polyols, polymers & plastics and bio-based lubricants.

Corporate Initiatives: Participated in various corporate initiatives e.g. M&As, joint ventures, provide detailed profiling of potential partners, its respective business portfolios, highlight key area of synergies and provide recommendations to Management.

UMW HOLDINGS BERHAD, Shah Alam

Assistant Manager, Group Corporate Development

July 2005 – February 2013 (7 years and 7 months)

Key Responsibilities & Achievements:

Strategy formulation. Assisted Management in formulation of Group's strategic blueprint, covering automotive business, equipment, manufacturing and oil & gas. Subsequently assigned to develop UMW's manufacturing arm's sub-strategic blueprint covering the components manufacturing and lubricants.

Projects. A significant achievement was the involvement in a lubricants project where UMW was successfully appointed as an exclusive manufacturer and marketer for a Spanish leading lubricant brand for Asia-Pacific markets (SEA, East Asia & South Asia). Another achievement was the involvement in UMW's first aerospace ventures. To date, UMW has successfully manufactured and delivered high-end aerospace products (titanium fan case) for a global aircraft engines manufacturer based in Singapore for Boeing 787 Dreamliner model.

Board Papers & Reports. Assist in giving inputs/findings for Board paper write-ups. For Board-approved projects/investments, compare and contrast all the targeted objectives against the actual progress of the projects. Prepared quarterly report and updates on key economic indicators, industry, social, politics & market for Management's consumption.

Risk Management. Tracked all risk related matters for the Division. Compiled and provided updates on top 10 (or extreme) risks at Group level.

EDUCATION

Tertiary Education

- Bachelor's degree of Engineering (Automotive) (Honours), International Islamic University Malaysia (IIUM), 2005
- Accomplishment: Final project ("Experimental Analysis & Comparison of Performance Characteristics of Catalytic Converters including Simulation") presented in 4th International Conference on Heat Transfer, Fluid Mechanics & Thermodynamics, Cairo, Egypt. This project becomes the source of reference by researchers, engineers, and university students for their emissions systems-related projects.

Professional Certification

- Global Reporting Initiative (GRI) Professional Certification Program, Singapore, 2021
- Certified Enterprise Risk Manager, Institute of Enterprise Risk Practitioners (IERP), Kuala Lumpur, 2009 (1st batch)

OTHER CREDENTIALS

Language Proficiency

- English (Excellent in speaking, reading and writing)
- Bahasa Malaysia (Native speaker, excellent in speaking, reading and writing)
- Arabic (Fair in speaking, excellent in reading and writing)

ICT Proficiency

- Proficient in PowerPoints & Words
- Intermediate in Excel
- Intermediate in Social Media Technology

Speaking Engagements

- Regular speaker for various engagement sessions within the organization spanning from strategy-related matters, sustainability and risk management.
- Regular trainer for Value-based Intermediation (VBI) as part of new staff onboarding program and takaful finance executives training modules.
- Facilitator & Trainer, “*Creating Your Business Plan*” Workshop for Impact for Humanity (I4H), jointly organized by Girls in Tech (GIT) and Malaysia Global Innovation & Creativity Centre (MAGIC), 3-5 November 2017, Cyberjaya. A 3-day program targeted for university researchers and technologists on product & technology commercialization, which I played a pivotal role in providing guidelines to the participants on “What Matters to Business” and steps to create an effective business case for potential funders and corporate partners.

Creative Talents

- Creative & stylish PowerPoint presentations. Always the number one choice to produce contents for GCEO and Senior Management’s pitch to internal stakeholders, ministers, shareholders, investors, ambassadors and other specific target groups.
- Designed various strategic blueprint & sustainability roadmaps and infographics, with appearance in organization’s annual reports and other published reports.
- A 2-times winner in internal logo design contest for sporting events and runner-up in various logo contests held in public.

PERSONAL TRAITS & VALUES

- Visionary, committed, transparent, highly passionate on work/assignments/duties, able to go to furthest details.
- Highly resilient, able to work under fast-pace and high-pressure environment.
- Agile and adaptive to new/changing environment, co-operative and team-oriented.
- Excellent interpersonal skills, able to communicate and adapt with people at all levels.
- Fast, energetic, creative, favors “out of the box” approach and strive to contribute new/different perspective.
- A self-starter, always looking for the opportunity to gain new skills/knowledge for self-improvement.
- Love to work in community-related projects, has high interest towards wildlife and a strong advocate for environment-related issues.

PERSONAL INFORMATION

- Name: Muhammad Nurhafez bin Sharif
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REFEREES

- To be provided upon request.