

Michael Liew Min San

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A B S T R A C T

Mike Liew has vast experience in the telecommunications sector, clear insight towards regional mobile phone operator's expectation on project management, product development, and product marketing. He believes that with his experience in product development and management, he could bring about change in terms of product development and business process improvements to telecommunications service provider and financial institution. His major achievements are as follows:-

- Pioneer in the digital transformation of webe digital or unifi mobile business (a subsidiary of Telekom Malaysia) which covers the customer journey areas of I-JOIN, I-USE, I-ENGAGE, and I-FINANCE for a newly start up digital operator in Malaysia. Responsible to roll out 4G, 5G service, postpaid, CUG, device bundle, SME, M2M, broadband, and prepaid business for webe digital. The first to roll out unifi mobile prepaid registration app in the country. Successfully launched Fixed Mobile Convergence (FMC) offerings for TM. Product lead for mobile service migration from webe ecosystem to TM ecosystem. Product lead for 5G mobile launch.
 - Pioneer in the setting up of the prepaid business in Ooredoo in Myanmar. The first telco to launch data plan and OTT services in Myanmar. Acquired 1.2 million active prepaid subscribers within the first 4 months of launch.
 - Responsible for the launch of 4G LTE and 42Mbps networks in U Mobile. Spearheaded the broadband business in U Mobile and exceeded data business revenue targets.
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C O R E C O M P E T E N C I E S

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|-----------------------------|-------------------------------------|
| • Sales Channel Development | • Digital Channel Development |
| • Sales Channel Testing | • Digital Channel Launch |
| • Sales Channel Launch | • Marketing Strategies and Planning |
| • Product Development | • Marketing Communications |
| • Product Testing | • Customer Segmentation |
| • Product Launch | • Product Positioning |

E X P E R I E N C E

Director. Product Development. TM Technology Services Sdn Bhd (subsidiary of Telekom Malaysia) Nov 2018 to current

Senior Manager. Product Development. webe digital (subsidiary of Telekom Malaysia) Mar 2015 – Oct 2018

My project and job scopes include:-

- Responsible for the newly start up telco OTT product concept, business transformation exercise, and digital development of 4G LTE project, postpaid, Closed User Group (CUG), consumer and SME device bundle, flagship device pre-order program, prepaid, SME, Fixed Mobile Convergence offering, and wireless broadband service (unifi AIR).
- Responsible to roll out unifi fixed, mobile, and content convergence (FMCC) bundle.
- Responsible to lead the system migration from webe ecosystem to TM ecosystem for unifi mobile postpaid consumer and SME, FMC, device bundle, prepaid, and broadband plan. To migrate customer database and order profile from ZSMART to Huawei CBS, and to the new platform. To update SMS and EDM notification template. To migrate from the ECOM agent portal (TM Point, TAD, reseller, Telesales agent) to the SPORA agent portal. To update the business rule and product construct due to the new billing system and/or TM system.
- Responsible to lead the 5G mobile product and rate plan rollout under Digital Nasional Berhad (DNB).
- Responsible to roll out government initiatives like Jaringan Prihatin, Cerdik, SDEC program.
- Responsible to lead the roll out the prepaid life cycle extension based on usage, purchase of add on passes, and reloads, SMS notifications for various life cycle status. Also handles prepaid migration exercise for existing and new registrations, active and dormant subscribers, batch termination process.
- Responsible to lead the roll out of prepaid softpin to e-pay and Mobility One dealers, merchants, petrol stations, and banks nationwide. Define the end-to-end process flow to issue purchase order, sales order, collections, payment reconciliation, pin generation, encryption, and decryption, and intra company settlement for mobile reloads.
- Responsible to lead the roll out of unlimited wireless broadband for consumer market who are residing in TDD coverage areas.
- Responsible for the end-to-end product concept and business solutions of E-commerce and I-JOIN process, with customer journey comprises of order of stocks, SIM or SIM plus device plan, number selection, credit score check, CTOS check, account status check using BRN or NRIC number, approval process, delivery to customer doorsteps or self pick up, and payment methods.
- Develop the various registration channels for TM which are distribution of SIM card and device to delivery outsourced partners, webe stores, 104 TM Points, 89 TM dealers, and reseller outlets.
- Responsible for the development of unifi mobile prepaid app, from the on-boarding journey for customers, delivery options, manage accounts, cross sell of TM products and services (purchase of WiFi pass or service), etc.
- Responsible to work with device partner to launch device leasing plan for postpaid customers. To consider the digital product construct, contract renewal, contract termination, DOA, RMA process, device buyout, registration journey, financial settlement, etc.

- Responsible to develop product solutions for dealer management system that comprise of number of levels of access, upstream and downstream relationships, dealer lifecycle management, transfer inventory, recall inventory, cancel transfer, threshold inventory notification, create and terminate dealer, suspend dealer, reload or recharge customer account, transfer credit, query inventory, commission management, and dealer mobile app credit transaction integration with TM SAP system.
- Responsible to develop customer verification using biometric, SIM registration (ICCID scanning and EKYC/OCR authentication), online and offline registration journey.

Prepaid Manager. Ooredoo Myanmar

Jan 2014 – Dec 2014

My **project and job scopes** include:-

- First telco to launch call charges on per second billing, Viber application, Facebook Zero, and Data Volume packages in Myanmar and thus transforming the way telco business is run in the country. Launched Electronic Voucher Recharge for prepaid.
- Grew the prepaid subscriber base to 1.4 million subscribers within the period of four months whereas the prepaid revenue grew to USD10 million per month.
- Responsible for the launch of the Ooredoo prepaid plan in Myanmar. Define the launch profile for the mass market of Ooredoo Prepaid plan that includes the primary product features, life cycle, VAS, account management, data services, self care, and handset verification. Defined the welcome process and first activation process flow.
- Understanding the domestic & emerging markets and their purchasing power in relation to the top up behaviors, PAYG Internet tariff, bundle tariff, package pricing, and charging blocks.
- Responsible for the product development and implementation of the commercial packs, i.e. Mobile Internet Packs and Chat Packs. Also responsible for the development of Samsung bundle plan.
- Responsible for the design and development of the Interactive Voice Response for mass market, dealer, and VIP categories.
- Monitoring competitor pricing and plans of action to compete in the market place and to spur growth to the products.

Data Business Manager. U Mobile Sdn Bhd, KL

Oct 2006 – Dec 2013

My **project and job scopes** include:-

Data Business

Jun 2010 – Dec 2013

- Define and outline the product strategies for big screen and small screen products
- Responsible to increase broadband subscriber base from 13,000 (Jan 2011) to 200,000 (Oct 2013) subscribers by 15 times. Broadband revenue increased from RM21 million (2011) to RM100 million (2013).
- Also responsible to grow small screen subscribers base (unlimited mobile internet) from 170,000 (Jan 2013) to 500,000 (Dec 2013) and by 3 times. UMI revenue grew to RM270 million for the year 2013 and overtaking broadband.
- Generate weekly report for postpaid and prepaid activations, data utilization, MTD activations and forecasts, churn, and provide trend analysis on the data business. Update weekly sales and marketing activities and project status to management.

- Generate monthly report to CXOs and to the Board for prepaid and postpaid MoM activations, net subscriber MoM target and actual acquisitions, postpaid churn statistics, target and actual gross revenue, ARPU, data utilization and ARPMB, throttled subscribers, bundle plans MoM activations, and provide respective data analysis.
- Provide DCG functional requirements that include data package designs, MMS package, P2P speed treatment, suspension and barring treatment, rate plan migration strategy, quota notifications, purchasing logic via SMS, purchasing logic for UMB flow, and whitelist check. The data packages include Blackberry plans, Broadband plans, postpaid bundle with data plans, and prepaid mobile internet bundled plans.

Content Management

Oct 2006 – Jun 2010

- Outlined the data charging principles for 3G content download, MMS transactions, and wap browsing on pay per use and unlimited data package.
- Spearhead the project management and product development of 3G mobile contents (Music and Chinese portal).
- Defined data charging requirements on wap browsing and downloading for U Mobile portals and non U mobile portals and SMS MO and SMS MT charges for consumer, corporate, and prepaid rate plans.
- Defined the external content provider platform tender requirements – flexible charging, short code management, revenue reporting, hosting various content types, integration to various delivery channels, integration to billing system, and migration from existing vendor to the new platform.
- Championed the overall project management for the content portal by corresponding with Ericsson, content providers, network engineering, and billing team to ensure all tasks are completed within the stipulated timeframe.
- Negotiated with music labels and vendors on the terms and conditions of new media commercials.

Product Development. Executive. Maxis Communications Berhad, KL

Sep 2003 – Sep 2006

My projects and job responsibilities include:-

Voice SMS. December 2005

- Heavily involved in the tender of this new product. A total of 10 vendors were invited to submit their quotations for this tender. The shortlisted vendor was asked to proceed with the implementation of the product. Worked with a project team of 20 people from various departments include engineering team, operations team, information system team, finance team, and legal team.

IDD 132 (Value IDD). August 2005

- Deliverables include IDD market research, pricing strategy, product features, competitive analysis, tariff costing and profit margins, financial analysis and impacts, and traffic trend analysis.
- Designed and implemented the new IDD call elements for network routing and charging.

Product Management Executive. TIMECel Sdn Bhd, KL

Jan 2001 – Aug 2003

TIMECel, a mobile unit of TIME dotcom group, offered mobile products and services. The TIME group provides comprehensive range of services to both domestic and international markets from voice and data communications to broadband, Internet, global managed services, payphones and various multimedia solutions. Maxis acquired and absorbed TIMECel in 2003.

My **projects and job responsibilities** include:-

Prepaid TopUp via Whoops! Credit Card Terminal and Maybank

- Responsible for the planning, coordination, and implementation of the product between the telco and vendor and bank.
- Coordinated weekly team meetings and prepared weekly Status Reports.
- Conducted financial reconciliation and settlement between finance and bank.
- Outlined help desk escalation procedure.

Technical Testing on TIMECel Closed User Group Service

- Responsible to coordinate the network connectivity between two systems with engineering and vendor.
- Conducted System Test and User Acceptance Test.
- Provided the product requirements for the development of Charging & Billing.

NOKIA Intranet Access via TIMECel GPRS

- Coordinated the router configuration and firewall requirements at both locations.
- Identified the suitable leased line transport protocol. Coordinated the network ping test.

Marketing Executive. Chiew Brothers Metal Sdn Bhd, Kuching

1997 – 2001

Chiew Brothers is a stockist of structural steels for the Sarawak & Brunei markets since 1979. Its target markets are factories, mills, shipyards, infrastructures, furnishings, and commercial buildings.

My **job responsibilities** include:-

- Devised marketing strategy which entails developing sales goals, long and short-term plans to penetrate new target markets, and created action plans to increase market share in Kuching.
- Forecasted company annual sales.
- Built business networks, researched for potential sales through on-site visits, read business journals and press release, and followed up on sales and closed deals with customers.
- Maintained strong rapport with and understood the changing needs of existing clients.
- Applied for import license to import steel products from overseas manufacturers.
- Corresponded with insurance companies, adjusters, surveyors, shipping companies, and port authority in relation to marine cargo insurance claims.

Q U A L I F I C A T I O N S

Western Michigan University, Michigan, USA

Bachelor of Business Administration, 1996

Major: Marketing. Minor: Computer Information Systems

T O O L P R O F I C I E N C Y

Project management: MS Project, MS Excel, MS Access, MS Visual.

Presentation and General Business Tools: MS Powerpoint, MS Word, MS Excel, SAS Tool

R E F E R E N C E S

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