








MOHAMAD IMRAN BIN ABBAS

CORPORATE STRATEGY, PLANNING & STRATEGIC PROJECT

DETAILS

-  6 June 1992; 31 years old
-  017-2032707
-  mohamadimranabbas@gmail.com
-  Alam Impian, Shah Alam
-  7.5 years of work experience
-  [Linkedin.com/in/imran-abbas-5a69499b](https://www.linkedin.com/in/imran-abbas-5a69499b)

EDUCATION

Post Graduate Certificate Supply Chain & Logistics Management

University of Warwick
2016–2018



Bachelor's Degree in Mechanical Engineering with Honours

University of Tun Hussein Onn Malaysia (UTHM)

2011–2015 (CGPA 3.63)

Graduated with Vice Chancellor Award



Foundation of Physical Science

University of Malaya
2010–2011



SPM

SM Sains Seremban (Saser)
Completed in 2009

CORE COMPETENCIES

- **Business Strategic Planning & Transformation Projects**
- **Project Management & Lean Six Sigma (Green Belt)**
- **Continuous Process Improvement and Cost Reduction**
- **Financial Analysis & Profitability**
- **Lean Supply Chain & Logistics Management**

PROFILE

Imran, a highly skilled and results-oriented professional, currently holds a position at UEM Edgenta Berhad. With over 7 years of experience in Business Strategy, Project Management, and Financial Analysis, he has played a significant role in driving transformation projects focused on enhancing operational profitability, optimizing costs, strategic planning, change management, and continuous improvement. He began his career with DRB-HICOM in 2016 and later participated in the PROTON Turnaround Program as part of a delegation seconded to PROTON, a subsidiary of DRB-HICOM. Imran possesses a well-rounded skill set, demonstrating strong abilities in strategic thinking and project execution.

WORKING EXPERIENCE

ASSISTANT MANAGER, CORPORATE PLANNING & STRATEGIC PROJECT

UEM EDGENTA Berhad | May 2022 - Present



- Recognize pertinent issues and ensure the achievement of strategic initiatives and financial targets through close collaboration and co-work with eight business units across the company.
- Prepare short- and medium-term strategic plans to drive financial & operational performance for business units.
- Assist in co-developing Annual Operation Plan (AOP) and 5-Year Operation Plan (YOP) to ensure alignment against Edgenta's overall strategy.
- Undertake the role of PMO to lead corporate-level projects encompassing multiple business units, focusing on driving cost efficiencies, optimization, and transformational initiatives.
- Manage & coordinate divestment activities of subsidiaries between lawyers, consultants, and stakeholders.
- Analyze business gaps, conduct market studies, and develop financial analyses for business planning.

ASSISTANT MANAGER, STRATEGIC PLANNING & SPECIAL PROJECT

PROTON Holdings (Secondment from DRB-HICOM Berhad) | Feb 2017 – May 2022



Business Strategic Planning

- Responsible to set company key KPIs and Annual Management Plan (AMP) that comprise sales target, market share, production volume, and EBT.
- Lead the role of project management for operation bottleneck projects by forming cross-functional teams across business units.
- Identify operation gaps and propose short- and medium-term action plans that focus on operational efficiencies and cost optimization.
- Track business performance in Monthly Operation Management Meeting (MOMM). Analyze action plans proposed by departments for unmet KPIs.

PERSONAL SKILLS

- **Analytical Thinking & Planning**
- **Strong Communication**
- **Team Leadership**
- **Organization and Prioritization**
- **Problem Solving**

REFERENCE

Shazli Shabudin

Senior Manager, Operation & Management Division
PROTON Holdings Berhad
Shazli@proton.com
012-2928424

Financial Profitability Projects

- Ensure PROTON's new models are profitable through cost optimization and process improvement across the value chain.
- Achieved cost reduction of RM 50.30 million in CY20 and RM 54.40 million in CY21 which is equivalent to an incremental 2.75% contribution margin.
- Coordinate cross-functional team which consist of engineering, manufacturing, commercial, and supply chain workstreams.
- Coordinate commercial negotiations with suppliers for pricing structure and ordering quantity.

Formation of Joint-Venture Company Between Local & Foreign Vendors

- Coordinate cross-functional project team and conduct feasibility study for joint venture company (JVCO) projects which focusing on financial projections, operating cost, operation supply chain process, market research, return of investment, and IRR.
- Perform project management role in ensuring all JVCO formation checklist is executed according to plan in a timely manner.
- Conduct business risk analysis and provide recommendations to shareholders.

Operational Transformation Projects

- Reduce overall Proton logistics cost by 30% (RM36.86mil) across the end-to-end logistics stream through process improvement, cost control, contract negotiation, and logistics centralization.
- Managed and coordinated 27 key initiatives which lead to RM 38.13 million cost reduction (31% cost reduction).
- Improve PPCSB spare parts business by reducing spare parts backorder and timely delivery to customers (based on SLA).
- Key areas of the project are improving parts supply assurance from vendors, enhance inventory management, improve warehouse operation, and strengthen internal PPCSB control.

EXECUTIVE, GROUP TRANSFORMATION MANAGEMENT OFFICE

DRB-HICOM Berhad | January 2016 – February 2017

- Assisted in preparing Group Strategic Review Report to DRB-HICOM management for Annual Management Plan (AMP).
- Consolidated 38 group of companies' Strategic Initiatives (Sis) from Automotive, Services, Education, Defense & Property sectors.
- Completed Innovation Accelerator Framework for DRB-HICOM's Capstone Project.

ACHIEVEMENTS

- Achieved cost reduction of RM 35 million in 2019 and RM 50.30 million in 2020 which were led to PROTON positive EBT for both years.
- Achieved RM 54.40 million in 2021 for X70 and X50 models which is equivalent to an incremental 2.75% margin.
- Selected as DRB-HICOM and PROTON young talent from 2016 - 2022.
- Awarded with PROTON Team Excellence Awards for 3 consecutive years (2018-2020)
- Completed DRB-HICOM Management Trainee Program (DMTP) in 2017 with Executive Diploma in Management from DRB-HICOM University
- Graduated Degree with Vice Chancellor Award in 2015