

PERSONAL INFORMATION

WAN LAILA FATIHAH WAN OMAR SUKRI

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HIGHLIGHTS ON PROFESSIONAL CAREER

- Panel judge for the PR Award Asia 2024: <https://awards.marketing-interactive.com/pr-awards-sg/wan-laila-fatihah-wan-omar-sukri/>
- Successfully led and won the NACRA award for a company's 2022 annual report.
- Secured the CSR Malaysia Award in 2022 for spearheading a CSR program for a company.
- Recognized with the BrandLaureate Best Brands Awards for the years 2021-2022.
- A seasoned strategic communications expert with over 19 years of experience, specializing in organizational impact. Boasts an excellent track record across diverse industries, including oil & gas, energy, digital media & broadcasting, asset management and government sectors.
- Provided advisory services and developed strategic directions, particularly in areas such as branding, marketing, corporate communications, strategic communications, and stakeholder management.
- Led strategic engagements for top leadership with domestic and international stakeholders, nurturing and enhancing relationships, confidence, and perception towards the organization, while ensuring mutual business benefits.
- Developed an integrated, actionable, and long-term strategic communication to elevate brand and reputation.
- Led transformation and change management initiatives to achieve desired business outcomes.
- Led various domestic and international events, primarily in the oil and gas industry, asset management and government sectors.
- Conducted media interviews and organized press conferences for the leadership team, both domestically and internationally. Notable instances include leading a media interview with Reuters, CNBC, and other prominent platforms.
- Spearheaded Corporate Social Responsibility (CSR) programs across multiple states in Malaysia and on an international scale.

EDUCATIONAL BACKGROUND

Multimedia University
Cyberjaya, Selangor
Master's Degree in Knowledge Management with Multimedia
2007

Multimedia University
Cyberjaya, Selangor
Bachelor's Degree in Multimedia (Film & Animation)
2003

EMPLOYMENT EXPERIENCES



Head, Corporate Communications | December 2022 – present

Key Responsibilities:

- As a member of the executive leadership team at UEM Edgenta, I strategize, develop, and implement Corporate Communications strategic plans and initiatives across UEM Edgenta and its subsidiaries. This is done to project the desired UEM corporate image and ensure consistency in brand strategy and communications with internal and external stakeholders.
- My portfolio includes brand management, event management, Corporate Social Responsibility (CSR), internal communication, publications, media relations (local and international), social media, event management, and creative services.
- Reporting directly to the MD/CEO and playing a pivotal role in managing and enhancing his personal branding and media presence both locally and internationally. This involves closely collaborating with the MD/CEO to develop and execute strategic initiatives aimed at bolstering his public image.

- I also serve as a key advisor to internal stakeholders, providing expert support and advice on PR and media engagement, branding, and crisis communication.



Director, Strategic Communications

August 2020 – November 2022

Key Responsibilities:

- As a senior leader in the organization, I led a division to strengthen and protect the Malaysian rubber industry and enhance the global perception of rubber products through coordinated communications. This role played a crucial part in the Council's ability to engage the media, the public, and key stakeholders effectively through direct personal interaction, as well as high-quality and timely print and digital communications.
- I oversaw the Strategic Communications Division for the council, which encompassed various portfolios such as Corporate Communications, Marketing Communications, Corporate Social Responsibility (CSR), Media Relations, Government Relations (all working closely with ministers), Advertising, Content Management, and Creative Services.
- Honored with the BrandLaureate Nation Pride's award for promoting rubber and rubber products in both 2021 and 2022.
- Worked closely with ministers and rubber industry leaders in companies like Top Glove, Kossan, Supermax, etc.

Freelance Corporate Branding | Communications | Public Relations Consultant

October 2019 – July 2020

Key Responsibilities:

- I designed and conducted training and consultancy sessions in corporate branding, communications, public relations, media engagements, crisis communications, and more, aiming to assist my corporate clients in enhancing their presence and reputation.
- Adopted a highly participative approach in my training sessions, leveraging visual aids and emphasizing hands-on group activities to effectively impart knowledge and skills.



PETRONAS

Head, Branding & Stakeholder Management | April 2016 – September 2019

Branding & Communications, Project Delivery & Technology, PETRONAS

Key Responsibilities:

- Led, strategized, and developed branding, marketing, and communication strategies and plans for PETRONAS' key portfolios, such as technology, project delivery, and technical solutions. This includes marketing and media strategies across mainstream media, digital media, and social media platforms.
- Led, strategized, and developed stakeholder management strategies and engagement plans primarily for the leadership team of PETRONAS, aimed at elevating, protecting, and safeguarding the PETRONAS brand and reputation.
- Led, strategized, and developed a stakeholder management playbook for PETRONAS, including stakeholder mapping and message banks for key stakeholders such as business partners, government bodies, key countries, embassies, regulators, etc.
- Led and strategized stakeholder engagements for the leadership team of PETRONAS, both domestically and internationally.
- Led transformation and change management initiatives for PETRONAS, incorporating organizational tools to support individuals in making successful personal transitions and facilitating the adoption and realization of change.
- Led Corporate Social Responsibility (CSR) initiatives for PETRONAS during festive seasons, particularly at orphanage shelters, etc.

Highlights/Key Achievements:

- Developed successful stakeholder management strategies through research on business strategy, financial analysis, geopolitics, and competitive positioning. This involved identifying risks, issues, and opportunities, integrating stakeholders' plans, and building credible relationships between PETRONAS and business partners, government bodies, key countries, embassies, etc.
- Created a robust brand identity for PETRONAS, ensuring effective global communication campaigns with domestic and international media outlets such as Reuters, Time.com, CNBC, Astro Awani, etc.

- Participated in the rebranding of PETRONAS' new tagline, "Passionate about Progress," and served as a spokesperson for its successful rollout to internal and external stakeholders.
- Led stakeholder engagements with key domestic and international stakeholders for the PETRONAS leadership team, resulting in a positive reputation and mutual business benefits. This included leading courtesy calls with ministries, chief ministers, and prominent organizations.
- Led various courtesy calls with the Prime Minister's Office, the Minister's Office of the Ministry of International Trade and Industry (MITI), Ministry of Entrepreneur Development, Chief Minister of Melaka, Chief Minister of Sarawak, Egyptian LNG, China National Petroleum Corporations, Formula 1, etc.
- Strategized and developed PETRONAS' brand identity and technology naming convention, obtaining approval from the PETRONAS C-Suite Team.
- Successfully led workshops and developed stakeholder management strategies, communication plans, and media plans for various strategic initiatives, including Project EURO5, PETRONAS Dagangan Stakeholder Management Plan, PETRONAS Iraq Operations, PETRONAS CSR projects, etc.
- Effectively led and executed transformation and change management for Kerteh Airport in Terengganu, including engaging internal stakeholders in planning and execution.



Senior Executive/Manager – Communications | May 2010 – April 2016

Highlights/Key Achievements:

- Successfully developed and implemented a communication strategy and plan for Knowledge Management within PETRONAS.
- Effectively led internal and external engagement programs and events to foster a culture of knowledge sharing within PETRONAS. Examples include the Annual Knowledge Star Awards and Dinner, serving as the Project Leader for the Upstream Success Story Competition, organizing PETRONAS Carigali Townhall, and exhibitions.
- Conducted Knowledge Management workshops and awareness sessions at PETRONAS to enhance understanding of the benefits, behaviors, processes, procedures, and digital tools related to knowledge management. This included interactive portals, web applications, etc.
- Developed and reviewed various communication materials, such as manuals, booklets, pamphlets, and multimedia publications, to support the dissemination of reading materials throughout PETRONAS.
- Addressed communication needs for the PETRONAS leadership team and Communities of Practice (CoP) in the field of knowledge management. This involved organizing conferences, forums, exhibitions, and the annual CoP Leaders' Summit.
- Planned and analyzed the performance of knowledge management initiatives, tools, methodologies, and recommended intervention plans to promote and sustain a culture of knowledge management and learning within PETRONAS.
- Organized and conducted benchmarking exercises on upstream business units, including divisions, regions, and country offices. This involved using evaluation matrices, feedback surveys, and conducting interviews with the leadership team, technical professionals, and technical custodians.



Senior Executive, Risk Management | April 2007 – April 2010

Corporate Governance & Risk Management Department, Media Prima Berhad

Highlights/Key Achievements:

- Developed process improvement initiatives for Media Prima departments, including News and Current Affairs, TV3, 8TV, NTV7, and Big Tree Outdoors.
- Monitored business, financial, and manpower risk profiles for the Media Prima Group and its subsidiaries, such as TV3, 8TV, and Primeworks Studios.
- Proposed practical recommendations to enhance Group Brand Management processes, ensuring efficient brand management with external parties.
- Conducted awareness sessions, including risk mapping, with the leadership teams of Media Prima Group and its subsidiaries.
- Developed Business Continuity Plan findings and reports for the Media Prima Group.
- Advised and provided solutions for the Creative Services department to enhance controls without unnecessary bureaucracy.
- Offered quick solutions to broadcasting industry problems, including News, Content Creation, and Brand Management.

- Developed policies and procedures for Media Prima and its subsidiaries, such as Presenter Guidelines and Guidelines for live programs.



SISTEM TELEVISYEN MALAYSIA BERHAD (TV3)

Senior Executive, Communications | News and Current Affairs | June 2006 - April 2007

Highlights/Key Achievements:

- Interviewed the Prime Minister for a TV program during Hari Raya.
- Developed the brand strategy and visual identity for TV3 news programs, such as Buletin Utama and Nightline, including graphic and content management.
- Reviewed communication materials created by a team of graphic designers for news programs across TV3, 8TV, NTV7, and TV9.
- Proposed, presented, and obtained approval from the Media Prima leadership team for a new brand image for Media Prima news programs.
- Played a significant role in creating ad-hoc graphics for TV3 news programs, including The Exchange, Buletin Utama, and Budget 2006.
- Directly involved in Media Prima TV programs and productions such as NONA, Remaja, Buletin Utama, Nightline, Ringgit Sense, and Malaysian Idols.

Graphic Designer | Creative Services | June 2003 - June 2006

Highlights/Key Achievements:

- Designed branding and visual identity for Television Networks (TV3, 8TV, TV9, NTV7).
- Directly involved in TV production for TV3.
- Created graphic designs, videos, and montages for TV3 and 8TV programs.
- Played a significant role in creating montages and graphics for major events (e.g., Anugerah Bintang Popular 2005, JomHeboh, Anugerah Juara Lagu 2004).
- Experienced in scriptwriting for TV programs in English and Bahasa Melayu.
- Produced and appeared in TV advertisements sponsored by BERNAS.
- Developed concepts for billboard designs for TV programs (8TV, TV3, NTV7).



Malaysia Digital Economy Corporation

Multimedia Super Corridor (MSC) Business Programme Executive | April 2003 – June 2003

Key Experiences:

- Attached to the Corporate Affairs Department, my job scope included updating and creating databases, preparing press releases and press coverage, writing reports on events organized by MDEC, and evaluating news.
- I was responsible for executing strategic communication and engagement programs to promote and market the Multimedia Super Corridor (MSC).

OTHER KEY ACTIVITIES

- Certified Competency-Based Interview (CBI) assessor for PETRONAS, evaluating candidates in Brand/Communication/Public Relations.
- Completed PETRONAS' Managerial Excellence Programme for comprehensive leadership growth.
- Served as a committee member for the International Petroleum Technology Conference 2014.
- Led the committee for PETRONAS Leaders Connect, overseeing the launch of the Loyalty Programme with PETRONAS Kad Mesra.
- Participated as a committee member for the Upstream Value Enhancement Office's Value Enhancement Programme (VEP).
- Served as a communication advisor for Project CACTUS, a cost-cutting project during PETRONAS' transformation.
- Engaged in a knowledge-sharing session at a university forum in Multimedia University.
- Worked as a protocol advisor for selected PETRONAS leadership team members during external engagements.
- Represented Media Prima in a batik and songket fashion show (Piala Sri Iman 2007) attended by Sultanah Nur Zahirah, the Sultanah of Terengganu.