



Mohd Dzulfrizal Zulkapli

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Education

- LLB, University of London, December 2023 (Grade 2:1)
- Master of Business Administration (with Distinction), Taylor's University, April 2018
- Press Fellow, Wolfson College, Cambridge University, Easter 2018
- Diploma in Interior Design, Center for Advanced Design, Kuala Lumpur, May 2005

Courses and Training

- Build a Digital Marketing Plan (Google Garage, Manchester June 2018)
- Social Media Strategy (Google Garage, Manchester June 2018)
- Writing for Social Media (Google Garage, Manchester June 2018)
- Astro's Emerging Leaders Program (Melbourne Business School, 2016-2017)

Areas of Interest

Leadership, Strategy, Creative Content and News, International markets and economies, International affairs, Branding, ASEAN, Youth and Entrepreneurship, Inequality, Governance.

Senior Vice President, Corporate Communications, Khazanah Nasional Berhad (October 2023- Current)

As the Senior Vice President of Corporate Communications at Malaysia's sovereign wealth fund, I am responsible for overseeing external communications, with a focus on media, digital platforms, and preparing parliamentary responses.

My primary objective is to ensure a comprehensive understanding of Khazanah Nasional's investment activities among stakeholders, including the government, public, parliamentary members, and the media. Throughout this period, I collaborated with various internal teams to ensure the accurate dissemination of information to relevant external stakeholders.

Chief Executive Officer, Sarawak Media Group and TVS (Oct 2022-October 2023)

Deputy Chief Executive Officer, Sarawak Media Group and TVS (April 2022-September 2022)

As the former CEO of TVS, a state TV station in Sarawak, I provided strong leadership, motivation, and direction to move the organization forward. My key responsibilities included setting and communicating clear KPIs of 3R (Reach, Ratings, and Revenue) to the team and ensuring they fully understood the metrics and achieved the set KPIs. Additionally, I continuously monitored and reported on the 3R to stakeholders, making necessary adjustments to improve results. I implemented better content processes, including earlier planning to enhance our Creative Content department. During the General Elections 15, I supported and guided the News and Current Affairs team, ensuring accurate and timely coverage.

I also focused on improving human resources management by supporting better manning levels and aligning the team with industry standards. Additionally, I provided input to the sales team to improve sales planning and align with company revenue goals.

I worked closely with the finance and procurement department for better processes to achieve cost savings and revenue targets. In addition, I worked with the finance team for budget planning and reporting to the Board of Directors and our stakeholders, including the Sarawak State Financial Secretary. My focus on improving financial management and implementing cost-saving measures helped TVS meet its financial goals and improve its bottom line.

TVS was created to highlight the communications of state policies and socio-economic activities to Sarawakians and Malaysians. As CEO, I continuously worked with the team to achieve these objectives. Together with the team, we strove to better represent the Sarawak people, culture, and economic activities on TV, ensuring they were broadcasted and understood by all. Effective communication was essential to building a strong community and promoting economic growth.

As CEO, I also reported to and counselled the Executive Director and Board of Directors on company activities, focusing on governance, processes, procedures, and better content. In addition, I supported the establishment of the internal audit unit and ensured compliance with all regulatory requirements.

Vice President, Strategic Communications and Media, Khazanah Nasional Berhad (Nov 2021-March 2022)

I provided extensive support to the Senior Vice President and Director of Strategic Communications and Media on communications strategy, media perception monitoring and engagement. Supported the Strategic Communications team in design and content for the GLC Open Day 2022, Advancing Malaysia, Khazanah Annual Review 2022 (KAR 2022), and Khazanah-Wolfson Press Fellowship.

Drafted and translated strategic documents for internal and external stakeholders, ensuring all stakeholders had timely and accurate access to the needed information.

Additionally, I worked with other teams to create a proprietary media perception tool that helped the company stay ahead of emerging trends and issues.

I also provided counsel to the Senior Management Team on strategic communications and media related to Advancing Malaysia, KAR 2022, and Dana Impak.

Assistant Vice President, Business News & Strategic Initiatives, Astro AWANI
Content Lead, Morning Belt, Astro AWANI
Anchor and Producer, Niaga AWANI
Anchor and Producer, Leaders Speakeasy
Content Lead, Morning Belt, Astro AWANI (August 2019-October 2021)

I managed three news editors and producers, three digital editors and six journalists to produce news and current affairs programmes for Astro AWANI's Morning Belt.

In 2020, my team and I increased our viewers by around 200% versus 2019 by introducing new segments, increasing local content around SMEs during COVID-19, focusing on the recovery of the 'rakyat' during the pandemic and analysing issues related to governance and political leadership.

Producer and Anchor, Niaga AWANI (August 2019-October 2021)

In 2020, I increased Niaga AWANI viewers by 150-210% by focusing on issues faced by the SMEs and critically discussing fiscal policies announced by the government.

Niaga AWANI is Astro AWANI's flagship business news programme, Mondays to Fridays, 9.00 am. I discussed and analysed the financial markets in the US and Malaysia, local and international economic recovery, and innovations.

Niaga AWANI's focus in 2020/1 was to look at the recovery of companies during the pandemic, track Belanjawan 2020 and 2021, and analyse critical economic policies and the international markets.

I also produced and anchored the Belanjawan 2020 and 2021 programmes. My team and I focused on policies around the digital economy, SMEs, education, equality and the 'rakyat'.

Gross media revenue for AWANI Pagi and Niaga AWANI for FY21 ending Jan 2021: RM2,085,347.00

Content Lead, Google-AWANI Jiwa SME Partnership (May 2021-October 2021)

I managed the content and production of the Google-AWANI Jiwa SME Partnership. Google and Astro AWANI created this partnership to highlight the digitalisation process SMEs underwent to stay in business during the pandemic. I worked with the Google Malaysia content team to select and curate the content for TV and Digital.

Anchor and Producer, Leaders Speakeasy with Rizal and Rozina (March 2021-October 2021)

Leaders Speakeasy was Astro AWANI's most recent program on leadership gaps during the pandemic. I co-created and hosted the program with a Global Leadership Coach and CEO of Metamorfosa, Rozina Aziz. Past guests: Former Chairman of CIMB, Datuk Seri Nazir Razak, Special Advisor to the Prime Minister on Public Health, Tan Sri Dr Jemilah Mahmood, Co-Founders of Undi 18, Tharma Pillai and Qyira Yusri and Member of WHO Science Council, Prof Datuk Dr Adeeba Kamarulzaman.

Anchor, AWANI Global (2018-2021)

For FY21, I registered a viewership as high as 95,000 with a reach of 137,000 viewers.

AWANI Global is Astro AWANI's key international affairs programme focusing on regional and international geopolitical issues.

I covered many key events, including the Prime Minister's visit to Indonesia. In addition, I interviewed President Joko Widodo on Malaysia-Indonesia's relations, Iran's Foreign Minister Javad Zarif on its nuclear program, Foreign Minister of the Netherlands Stef Blok on bilateral ties and MH17 and UK's Secretary of State Dominic Raab on Brexit and UK's relations with Commonwealth countries.

Other interviews include the Philippines' Secretary of State, Alan Peter Cayetano and ASEAN Deputy Secretary General, Dr Aladdin D. Rillo.

Executive Producer, BizSmart Challenge 2018 (August 2018- December 2018)

I was the managing producer of BizSmart Challenge, the first entrepreneurial-based reality TV programme that gathered Malaysia's top young entrepreneurs and put their business skills to the test for a chance to win funding to take their companies to the next level.

Content Planner, Malaysia Baharu 100 Hari (August 2018)

I planned, produced, and promoted the 100th-day coverage of 'Malaysia Baharu', capturing the ideas and institutional and political changes in Malaysia post-General Election 14.

Anchor and Producer, Pilihan AWANI (August 2018-August 2019)

I produced and anchored Pilihan AWANI, a 15-minute programme that selected the day's top stories and analysed them.

Content Curator, Smart Living, and Innovation Caucus 2018 (August 2018)

I was involved in ideating and selecting speakers and content for SLIC 2018. SLIC 2018 was a forum by Astro AWANI to showcase the best global solutions in innovation, smart living, and intelligent design.

SLIC 2018 featured experience-sharing from countries and companies focusing on spatial limitations, climate change, the IR4.0 and limited connectivity.

Anchor and Producer, Rizal's ASEAN (March 2017-April 2018)

I anchored and produced a 15-minute programme featuring young leaders in ASEAN discussing regional issues, including entrepreneurship, social enterprise, leadership, education, arts, and design.

I received the National Visual Arts Gallery's Special Media Award 2017 for promoting visual arts in Malaysia. **Video**

Transformation Unit (November 2017-April 2018)

I led a team of video journalists to revamp video production, trained journalists, and editors, increased short video content and strengthened social media video branding.

Producer, Belanjawan 2018 (October 2017)

The coverage included short video content on AstroAWANI.com and social media. On TV, the coverage included live discussions pre-, during and post- Belanjawan 2018.

Selected Interviews and Breaking News in 2017:

- MaGIC and World Bank Malaysia on Social Enterprises in Malaysia (October)
- The Removal of Datuk Zakaria as CEO of FGV (Jun)
- Jakarta Bombing (May)
- Manchester Bombing (May)
- The US military strike on Syria (April)

Producer, Astro AWANI Morning Belt (December 2016-March 2017)

I led a team of editors and journalists to produce the morning programmes for Astro AWANI. The morning belt featured news and talk show programmes, including AWANI Pagi and Buletin AWANI.

Editor, Business News (2015-December 2016)

I planned and produced business and economic content for Astro AWANI TV. Digital content contributor and anchor, AWANI 745. Selected interviews and projects include:

1. Ernest Cu, Chief Executive Officer of Globe Telecom Philippines on content and telecommunication businesses in the Philippines, June 2016.

2. Yasuhisa Kawamura, Prime Minister Shinzo Abe's Spokesperson on Japan-ASEAN-Malaysia relationships, in conjunction with the ASEAN Summit 2015, November 2015.
3. Dato' Charon Mokhzani, Managing Director, Khazanah Research Institute on the Making Housing Affordable Report, September 2015. This interview is part of Budget 2016 coverage to find solutions to creating affordable housing in Malaysia.
4. Planned, coordinated, and produced the 6-week coverage of Belanjawan 2016 for TV and Digital from September to October 2015. The content focused on issues experienced by the 'rakyat', including cost-of-living, affordable housing, and income inequalities. The Belanjawan 2016 live programme was one of the most-watched programmes on Astro AWANI in 2015. **Editor, Special Projects (Jan 2015-Aug 2015)**

I planned and produced breaking news and special programmes for Astro AWANI TV. Digital content contributor. Selected interviews and projects include:

1. Bambang Brodjonegoro, Minister of Finance, Indonesia on ASEAN, Indonesia's Economy and Malaysia-Indonesia Trade.
2. Dr Makio Miyagawa, Ambassador of Japan to Malaysia on Japan-Malaysia Relationship in conjunction with the Emperor's Birthday.
3. Professor Samina Yasmeen, Director of the Centre for the Muslim States and Societies, University of Western Australia, Perth, on Islam and Terrorism.
4. **Breaking News and Special Programmes Anchor:**
 - MH370 and MH17 Memorial Services
 - Installation of the Sultan of Perak, Sultan Nazrin Shah
 - The demise of PAS Spiritual Leader Datuk Seri Nik Aziz
 - Social Media coverage of the Sabah and Nepal Earthquakes

Junior News Editor, Special Projects (June 2014-Jan 2015)

I planned, produced, and anchored breaking news coverage and special programmes for Astro AWANI TV. Digital content contributor. Anchor and content co-planner, AWANI 745.

Selected interviews and projects:

- The MH370, MH17, QZ8501 Breaking News Coverage
- President Joko Widodo's Inauguration
- Bombing Incident in Bukit Bintang
- Budget 2015
- The demise of the Sultan of Perak
- President Barack Obama's Visit to Malaysia (2014/2015)

Junior News Editor, Business Desk (Jan 2014-June 2014)

I managed the business and economy desk, covering local and international business and economic news. My team and I planned and produced four news bulletins every day with in-depth analysis. We conducted interviews with business and financial leaders on contemporary subjects.

1. Team Leader for Astro AWANI Budget 2014 Special Coverage. My team and I planned the daily coverage and Budget 2014 Live Discussion from Bursa Malaysia with more than 24 leaders representing the 12 NKEAs.
2. I covered the Ernst and Young World Entrepreneur of the Year (WEOY) in 2011, 2012, 2013, and 2014: interviews and special reports on the WEOY from Monte Carlo, including live social media and news coverage.

Anchor, Reporter, Junior News and Business Editor, Astro AWANI (June 2007-Jan 2014)

I worked with Astro AWANI's Senior Management Team to manage the business desk and successfully delivered various projects.

Selected Past Coverage

1. Special Coverage and Report on the Independence of South Sudan.
 - a. Live coverage and analysis on the independence of South Sudan, including the Sudan-South Sudan socioeconomic analysis. Interviews were conducted with the now former Vice President of South Sudan, Riek Machar, and South Sudan Mining Minister, Stephen Dieu Dau, in Juba, 2011, with a follow-up in April 2012.
2. Special Coverage on the visit of US Senators John McCain and Joe Lieberman, Kuala Lumpur 2012.
3. Special Coverage and in-depth analysis of the US Presidential Election 2008, Election Results, and The Inauguration of the 44th US President, Kuala Lumpur 2008.
4. Special Coverage of the World Economic Forum on East Asia, Kuala Lumpur 2008.
5. Continuous Special Coverage and Report on the Burmese Anti Government Protest. Live interviews with analysts and NGOs, Kuala Lumpur 2007.

Selected Exclusive Interviews

1. Paul Jones, US Ambassador to Malaysia, on Malaysia-US relationship, Trade, and Trans-Pacific Partnership Agreement. Kuala Lumpur 2013.
2. Chai Xi, Chinese Ambassador to Malaysia, on the Malaysia-China relationship, economic cooperation, and geopolitical tension. Kuala Lumpur 2012.
3. Steve Forbes, CEO of Forbes, on the US Financial Crisis, Forbes Global CEO Forum. Kuala Lumpur, 2009.
4. George Fitzgerald Smoot III, Astrophysicist, Cosmologist and Nobel laureate, on science and education, Kuala Lumpur, 2009.
5. Stewart Butterfield, Co-founder of 'flickr', on social media trends, Global Brands Forum, Kuala Lumpur, 2008.
6. Mahmoud Abbas, President of Palestine and Saeb Erakat, Palestinian Chief Negotiator, on the negotiations between Israel and Palestine. Kuala Lumpur and phone interview, 2007.

Creative Director, Suhaimi Sulaiman Omnimedia (2005-June 2007)

Activities

Media Literacy for All (ME4A) (2021)

Mentor for the media literacy modules for students and teachers in Malaysia to increase awareness of media literacy.

We collected toys for Toy Libraries Malaysia as part of the nationwide CSR activities on Hari Hasanah (September 2018). *Collected used toys and delivered these toys to the Toy Libraries Malaysia. We distributed the toys to needy children living in low-cost housing estates across Klang Valley.*

Volunteered in the childcare program for two weeks with IVHQ in Kitengela, Kenya (August 2017)

Conducted a childcare program at the Helpers of Mary Divine Providence Convent in Kitengela. Took care of about two dozen children at the orphanage and provided them with fun activities and computer classes during the school holiday.