



ABSTRACT



Results-driven strategist with broad domain experience spanning corporate, investment and operations.

With an impactful track record in diverse industries and experience across key business functions, I relish in connecting the dots and delivering a unique perspective.

CAREER



Vice President, AgTech
Genting Plantations (Based in Kuala Lumpur, Malaysia)

July 2022 – Present

Genting Plantations' AgTech Division complements the Group's core plantation business & provides total solutions in agriculture.

Key responsibilities

- Lead the AgTech Division's commercialization, business development, investment and partnership efforts
- Drive the transformation of the AgTech Division from a Research & Development unit to commercial organization
- Perform environment scanning to identify opportunities, monitor market trends and conduct business analysis
- Lead post investment integration and joint venture management for new businesses

Highlights:

- Formulated the commercialisation roadmap for the Group's AgTech Division, identified low hanging opportunities for short-term wins and initiated the long-term strategic pivot towards revenue focus



Assistant Vice President, Corporate
Genting Plantations (Based in Kuala Lumpur, Malaysia)

August 2017 – July 2022

(5 years)

Genting Plantations is the plantation business of Genting Group, one of Asia's leading and best managed multinationals.

Key responsibilities

- Direct key strategic, transformational and operational activities in line with the overall corporate strategy of the Group
- De-facto Chief of Staff; provide oversight & guidance to high priority projects and maintain cross functional relationships for organizational success, working with stakeholders and operational teams across all functions to meet business targets
- Direct the sourcing & evaluation of investments, including keeping abreast of industry developments, M&A and innovation
- Support the Management Reporting function, including budgeting, performance analysis, risk and investor relations
- Provide support and advice to C-suite on strategic, operational, communications and business improvement initiatives

Highlights:

- Implemented tactical KPI system to fast track the turnaround of operational business units
- Conceptualized the Group's Digital Agri Masterplan, focusing on accelerated capability building through partnerships



Vice President, Strategy & Innovation
Sime Darby Plantation (Based in Kuala Lumpur, Malaysia)

January 2017 – August 2017

(8 months)

Strategy & Innovation unit accelerates strategic innovation initiatives & performs portfolio management of investment projects.

Key responsibilities

- Drive innovation by challenging existing norms and developing transformational business ideas, methods and products
- Direct portfolio management through the review and monitoring of investment initiatives to optimize resource prioritization and maximize value creation
- Lead organizational transformation by influencing stakeholders to adopt new ideas and instill a culture of innovation

Highlight:

- Introduced and advocated portfolio management concept in tracking, monitoring and prioritizing investment projects



Head, Corporate & Market Development

Sime Darby Plantation – Renewables *(Based in Kuala Lumpur, Malaysia)*

April 2015 – January 2017

(1 year 9 months)

Sime Darby Renewables was set up to develop the oil palm value chain through co-investment with strategic partners.

Key responsibilities

- Direct the sourcing, evaluation and investment of corporate venture capital investments across the palm oil value chain
- Direct the corporate and strategic planning efforts including the formulation of blueprints, budgets and business plans
- Oversee the incubation & facilitate the commercialization of investee companies and new business ventures
- Assess the competitive landscape and keep abreast of new, pertinent industry developments and disruptive technologies

Highlights:

- Formulated the Sime Darby Renewables Blueprint and Sime Darby Plantation Biogas Masterplan
- Engaged with and evaluated emerging tech companies around the world, mainly from the USA and European region



Head, Strategy & Business Development

Sime Darby Logistics *(Expatriate, based in Shandong, China)*

March 2012 – April 2015

(3 years 1 month)

Sime Darby Logistics owns and operates ports and logistics services in Shandong province, China.

Key responsibilities

- Formulate overall strategic development plans and provide strategic insight utilizing data driven analysis and benchmarking
- Source and evaluate strategic value-added business opportunities & recommend investment proposals to the Board
- Direct the implementation and monitoring of strategic initiatives, turnaround plans and address major operational issues
- Drive operational excellence and performance management, including balanced scorecard and governance oversight

Highlights:

- Formulated and implemented a RMB3.0 billion Strategic Expansion Masterplan for Weifang Sime Darby Port
- Conceptualized, negotiated and established joint venture for RMB550 million petrochemical terminal
- Designed and introduced operational analytical metrics to support evidence based strategic decision making



Manager, Corporate Finance

AmInvestment Bank Berhad *(Based in Kuala Lumpur, Malaysia)*

July 2007 – March 2012

(4 years 9 months)

The Corporate Finance unit in AmInvestment Bank provides capital market and corporate advisory solutions.

Key responsibilities

- Structure and implement proposals for initial public offerings (“IPO”), fund raising exercises and mergers and acquisitions
- Act as the project manager and primary liaison between clients and consultants for corporate proposals
- Act as Listing Sponsor, including monitoring continuing listing requirements, financial reports and business performance

Highlights:

- Broad corporate finance experience specialized in structuring and implementation of IPOs across diverse industries



Associate, Audit & Assurance

Ernst & Young Malaysia *(Based in Kuala Lumpur, Malaysia)*

Sept 2006 – July 2007

(11 months)

Ernst & Young Malaysia is a professional service & advisory firm, a member firm of Ernst & Young Global Limited.

Key responsibilities

- Carry out statutory audits and analyze business risk & financial controls for both public listed & non-listed corporate entities

QUALIFICATIONS & LANGUAGES

FCCA, Association of Chartered Certified Accountants

2009

BSc (Hons) Applied Accounting (1st Class), Oxford Brookes University, UK

2006

Written Languages : English, Mandarin, Malay

Spoken Languages : English, Mandarin, Malay, Cantonese, Hokkien