

C-Level Executive (CFO, COO, CEO)

Accomplished and results-driven professional with extensive experience leading all aspects of strategic, financial and operational management within top-tier organizations, whilst ensuring consistent attainment of set objectives.

Strategic and instrumental leader, adept at building businesses, streamlining key processes, improving work efficiencies, providing robust financial solutions and building collaborative teams. Well-versed in determining long term financial needs and developing “win-win” strategic & tactical solutions, whilst aligning strategic & financial objectives across leadership teams. Proven ability to identify and resolve conflicts by developing and implementing robust solutions. Prioritizes overall business success to win over clientele by focusing on mutually beneficial results. Demonstrated history of collaborating with stakeholders, working across leadership verticals ensuring seamless delivery of exceptional business growth. Articulate and refined communicator proficient in forging and nurturing professional relationships.

Expertise

- Strategic Planning & Implementation
- Revenue Generation & Optimization
- Business Development & Growth
- Forecasting & Analysis
- Shared Service Centre - Scaling
- US, UK, HK - MNC
- Mergers & Acquisition
- Team Building & Leadership
- Profit & Loss, ROI Management
- B Sheet, PL, Cashflow optimization
- IPO – Listing, Reporting, Start up
- US, UK – GAAP, HKSE
- Payment Gateway Implementation
- Key Stakeholder Management
- Contract Negotiations
- Business Transformation
- Matrix reporting
- Big 4 trained

Career Experience

Eastern Telecoms & Media Consultancy Services Intl. Ltd. (Private owned – Start up)

Oct 2021 – present

Managing Director, Principal

Firewall & International A2P termination & monetization services, across various markets. Developed strategic initiatives for global telco operators, to scale growth opportunities in 4G & 5G.

- Led team to successfully scale the business from startup to EBITDA positive, in under 18 months.
- More than 3x the A2P business revenues for 2 Telecom Operators in Cambodia.
- Secured Firewall & A2P monetization contract, for largest Telecom Operator Group in Laos.
- In talks to secure A2P monetization contract with Government Regulator in Indo China, and Telco Operator in Middle East.

Digicel Group, West Indies – St. Lucia

2021 – 2022

Regional CFO, Board Director

Oversaw and managed nine markets with revenues totaling US\$157M, including St Lucia, St Vincent, St Kitts, Grenada, Anguilla, Antigua, Montserrat, Dominica, and BVI. Established rigor in monthly financial reporting to ensure markets across cluster aligned to achieve more than 95% of EBITDA targets. Conducted full reconciliations of fiber installs from households to ensure accuracy in ARPU and revenue recognition.

- Analyzed and operated closely with auditors to sign-off 65 statutory financials across nine markets from 2016 to 2022.
- Data cleansed 2022 Balance sheets of nine markets to remove \$10.2M, of inaccurate postings.
- End to end reconciliation of POS, involving various Payment gateway partners, Banks & Outlets – reduced fraud.

Vietnamobile (Hutchison Telecom Group) – Vietnam

2018 – 2021

CFO, Director International Business

Obtained new deals for undersea fiber for international IP SMS, reducing costs by US\$8M through competitive bidding process. Designed and implemented direct distribution in major cities, steering down distribution costs from 8% to 4.5%.

- Increased International business division revenues 74% by renegotiating A2P International & Local aggregator contracts.
- Optimized OPEX Network, Marketing, and Sales operations, resulting in 15% reduction in year-on-year OPEX.
- Successfully turned company around, from -\$78m EBITDA 2018 to +\$2.6M EBITDA 2020; +\$3.5M EBITDA 2021.

Restructured MIS & BI teams to deliver clean data with consistent definitions on daily automated basis for management understanding and business decision making. Redesigned and revitalized data warehouse to align reporting with product-focused approach, resulting in daily net revenue, KPI, gross margin per product, ARPU, and subscriber metrics. Maximized reach, prevented stockouts, managed sales, and controlled fraud through improved distributor/retailer outlet visibility. Led campaign to encourage transition of low ARPU 3G customers to high ARPU 4G services, resulting in improved margins and reduced churn.

- End to end reconciliation of collections from POS, involving various Payment gateway partners, Banks and Outlets.
- Implemented 180-point revenue assurance framework to lead commercial decisions and turned-off more than 170 loss making/unprofitable sites.
- Upgraded and re-farmed existing high-utilization sites, leading to 56% increase in 4G capacity and revenue growth.
- Identified weaknesses in key supplier contracts and renegotiated terms to improve GM%, and reduce OPEX 8% YoY.

Cambodian Broadcasting Service Co. Ltd. (CBS) – Cambodia (Start-up)

2012 – 2018

Chief Executive Officer

Oversaw and managed acquisition and restructuring of second-largest TV commercial production company in Cambodia. Founded Radio Channel, Record Label, Artist Management Division and Music Division start-up that provided talent and artists for TV and radio channels, drama and cinema screens, TV commercial productions, events, and digital platforms. Broadened production capabilities to include drama and cinema, while also conceptualizing launch of digital platform.

- Tripled business revenues from \$8M in 2010 to \$25M by 2018 & turned business from Red to Black. Increased EBITDA from breakeven in 2011 to 18% in 2018.
- Enlarged business from a one TV channel brand to Cambodia's leading Media Conglomerate, commercially offering three local TV channels and one international channel.
- Successfully rebranded CBS as clear market leader, implementing robust & effective marketing strategies.
- Regained No 1 and 2 nationwide leading FTA positions, with combined market share in excess of 40%.

Chief Financial Officer & Chief Operations Officer

2010 – 2012

Restructured the business operations:

- Shifted Focus to Competitive landscape – professional level reliable ratings, to be used for “content” decision making
- Outward looking Sales & Marketing teams – developing/selecting creative “content”, that aligned with “brands” values
- Secured funding to build multi-function studios that could adapt to various production formats, any day/night of the week
- Internal channels were encouraged/rewarded to focus on “own channel, one brand” success (strong internal competition)
- Secured \$6m loan for launch of Cambodia's only 24hr news channel (CNC)

Additional Experiences

Regional Chief Financial Officer, The Nielsen Company – Singapore & Malaysia

Deputy CFO, Digicel, Trinidad and Tobago Ltd. (Start-up) – Trinidad and Tobago

Chief Financial Officer, Brightstar Logistics Philippines Pte. Ltd. (Start-Up) – Philippines

Chief Financial Officer, Millicom Lao Co Ltd. (Start-Up) – Laos

Regional Financial Controller, EC Harris Philippines Inc. – Philippines

Finance Director, Rashid Hussain Securities Inc. (Start-Up) – Philippines (banking, stockbrokerage)

Lead Manager, Schroders (Labuan) Bhd. – Malaysia

Energy Consultant, PricewaterhouseCoopers Sdn. Bhd. – Malaysia

Education

Bachelor of Economics (Accounting Major), Honors | Monash University – Australia

Professional Development

CPA, Australia, Distinction Average | IFRS Qualified | Strategy, Henley Graduate School of Management – UK

Languages

English – Excellent | Indonesia/Bahasa Malaysia – Highly Proficient | Tagalog – Business