



SURINA ADNAN



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Dr. Ismail, 60000 Kuala Lumpur

PERSONAL SUMMARY

- Experienced in business development, strategic planning, marketing, government policy, stakeholder engagements, and delivering key initiatives in the public and private sector.

KEY ATTRIBUTES

- Reliable and competent team leader and team builder
- Analytical, facilitative and creative at problem solving and solutioning
- Independent and innovative with good management and communication skills
- Agile and adaptable when working in new and challenging environments

WORK EXPERIENCE

Microlink Solutions Berhad

Head of Corporate Strategy

November 2022 – present

- Support Group strategic priorities by working across Group to ensure all areas of the organization are aligned
- Organization Strategic Planning: Support business units in aligning business vision/goals and developing best practices that influence business growth and profitability.
- Leads corporate communications to external parties, including customers, partners and other relevant parties. This includes the preparation of Annual Report, website, media & corporate events and other areas related to strategic communications.

- Business Development: Drive structured presales support, planning and review of key proposals and large-scale initiatives/partnerships
- Identify current and future market trends, and makes the necessary recommendations to the Leadership Team in identifying and adopting the necessary go-to-market strategies
- Lead corporate partnerships with other Solution Providers, Software Principals and other partner ecosystems. Develops a support ecosystem within the partnership to ensure growth and sustainability
- Leads Sustainability, incorporating sustainability awareness across the group.

eCEOS Sdn Bhd

Business Development & Project Management Consultant (Government & Others)

November 2021 – October 2022

- Identifies potential clients and prepares targeted proposals based on company's requirements.

- Coordinates PMO activities, liaising with client and government.
- Prepares and consolidates budget planning and project resource requirements for Project.

AWC Berhad

Business Development Advisor

March 2019 – April 2021

- Identifies potential projects and conducts high level analysis on commercial viability of proposals.

- Preparation of high value project proposals for presentation to the Prime Minister's Office, Ministry of Economic Affairs, Ministry of Transport and other relevant organisations.

Land Public Transport Commission/SPAD

August 2012-Dec 2018

Senior Manager COO's Office

August 2012-Dec 2015

- Conducted Group performance monitoring, ensuring the smooth running of Group Operations.
- Coordinated and prepared reports and presentations for COO and Operations Group
- Coordinated Operations Group nationwide stakeholder engagement plan. Facilitating open lines of communication, consolidating and channeling issues to transport related stakeholders for resolution.
- Compiled, strategized and liaised on all Parliamentary inquiries and answers related to SPAD Operations.

Unit Head-Project & Budget

Operations Performance Monitoring Division

Jan 2016-Dec 2017

- Responsible for project papers and presentations for project updates and funding requests to the Economic Council, Ministry of Finance, Prime Minister's Office and other relevant agencies for national stage bus projects with a project value of over RM200 million annually.
- Headed the rectification and systemization improvements of the vehicle tracking & reporting system for Go KL Bus services talking reporting accuracy from below 70% to over 95%.

Unit Head-EBTP Program

Express Bus Transformation Program (EBTP) Division

Jan 2018-December 2018

- Program Manager for EBTP National Projects; responsible for full project development, and implementation of national express bus projects.

Head of Sponsorship for the Land Public Transport Symposium and Conference (voluntary)

2015, 2016 & 2017

- Increased Sponsorship and table sales collections from an initial RM300,000 (2014) to over RM3 million (2017)

Panorama Langkawi Sdn Bhd (Cable Car) A Subsidiary of Syarikat Prasarana Negara Berhad

Head of Marketing & Business Development

Aug 2011 – July 2012

- Head of business development and marketing department for Panorama Langkawi Sdn Bhd
- Involved in the overall coordination of business development and marketing activities including new product development, special events, promotions, and launches, merchandising, retail and also non-ticketing service revenue.

Virus Communications Sdn Bhd

Senior Consultant, Business Development & Marketing

Aug 2010 – July 2011

- Lead role in business development and marketing for Government-linked Companies and public sector
- Involved in the overall coordination of A&P activities from video production, ground events, and printed materials.
- Responsible for client services from proposal development, sales pitch, invoice and payment and project closure

Red Communications Sdn Bhd

Business Development & Marketing Manager

Feb 2010 – July 2010

- Responsible for sales, marketing and client servicing activities
- Managed the marketing team which comprised of Graphic Designer and Marketing Assistants/Interns
- Publicized new projects to the public via social networks and media
- Supervised event & PR companies during production and campaigns

F&R Exhibition and Conference Sdn Bhd

Business Development & Marketing Manager

Jan 2009– Jan 2010

- Responsible for securing sponsorship and marketing company events
- Coordinated ground event management including liaising with clients, logistics and dealing with various vendors

Osysnet Sdn Bhd, Kuala Lumpur

Jan 2007 – Dec 2008

Head of Marketing & Sponsorship

The Contender Asia II & The Biggest Loser Asia

- Responsible preparing sponsorship proposals and sourcing for prospective sponsors
- Liaising with government agencies such as the Ministry of Tourism Malaysia, Ministry of Health and several other government agencies regarding sponsorship and ensuring all required obligations are met
- Developing Sponsorship strategies through product integration within the programs

Su Adnan Designs

Principal Designer, Project Manager & Contractor

Jan 1998-Dec 2006

- Specialized in whole home design, renovations and construction
- As Principal Designer-created and supervised all technical drawings and design concepts.
- Supervised and ensured projects ran to schedule and were on budget.
- Monitored contractors and craftsman on all deliverables. Ensuring a high standard of work.

EDUCATION

- BA (Hons) Business, North Wales Business School, Glyndwr University
- Diploma in Business Management, London School of Planning & Management, OTHM Level 4 & 5
- Diploma (Distinction) in Professional Interior Design, Regent Academy of Arts, London
- Certificate, Microsoft Excel Analytics

REFEREES

Azlan Shah Al Bakri

Director General of the Land Public Transport Agency

Abdul Halim bin Husain

Former Head of Operations at Suruhanjaya Pengangkutan Awam Darat
