



# 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)

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**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.

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**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

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**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

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**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

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**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

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**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.

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**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

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**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

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