

# CURRICULUM VITAE

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### EDUCATION

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- 2020** Advocate and Solicitor of the High Court of Malaya
- 2018** City Law University, LLM (Bar Professional Training Course)  
Barrister-at-law (Middle Temple)
- 2017** University of Nottingham  
Bachelor of Laws (Honours)
- 2013** Taylor's College Subang Jaya, Malaysia  
3As (Mathematics, Economics, Accounting)
- 2011** SMK Kuching High, Malaysia  
5A+, 5As (including Mandarin)

### WORK EXPERIENCE

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#### W3GG Protocol Ltd (formerly as YGGSEA)

1 Dec 2022 – Present

##### Head of Business Development & Partnerships

##### Responsibilities:

- Drive W3GG profitability through optimising revenue generating activities, i.e. community activation program across Southeast Asia, focusing in Indonesia, Thailand, Vietnam, Philippines and Malaysia.
- Build and maintain global strategic partnerships with partners to drive growth
- Explore and drive new revenue initiatives to grow sales performance
- Collect and analyze data to identify new growth opportunities and develop new revenue streams by offering new products.
- Understand customer needs and opportunities for growth and drive the best customer experience and ensure product excellence.
- Create pitch decks and explore strategic partnerships with game developers, gaming, Web3 Platforms, government agencies, universities.
- Own the entire sales process from preparing proposals and quotation to negotiation and billing
- Ensure smooth implementation by ensuring cross-functional teams are aligned.

##### Achievements:

- Successfully generated revenue to cover approximately 20% of quarterly OPEX in Q1 2023 and 25% of monthly OPEX in July 2023
- Developed and promoted new product with high profitability margin of up to 80% in Q2 2023 and scalable product offering in Q4 2023

## **MyTukar Sdn Bhd**

**18 JAN 2021 – 30 Nov 2022**

### **Head of Operations (EM) cum Area Manager (Jan 2022 – Dec 2022)**

#### **Responsibilities:**

##### Sales & Operations

- Responsible for achieving East Malaysia's sales and operational efficiency target
- Established and scaled the sales and operations team from 2 to 7 locations across East Malaysia
- Engaged with external stakeholders to develop market-specific sales strategy for East Malaysia
- Formulated strategies to achieve short and long term goals and cascaded the KPIs to individual levels across the sales and operations team in East Malaysia
- Reviewed East Malaysia's overall performance on a weekly and monthly basis
- Chaired monthly sales post-mortem and reviewed sales performance of each sales personnel
- Adopted sales funnel strategy to measure the performance of the sales team and conducted funnel analysis to eliminate bottlenecks
- Oversaw the operation team's productivity to identify inefficiencies in the inspection, handover, collection, administrative processes and streamlined the process to maximise efficiency
- Consolidated feedback from operational team to gain insight on areas to improve
- Adopted operation metrics to ensure that productivity targets are achieved

### **Business Development & Strategy Manager (Expansion) (June 2021 – Jan 2022)**

#### **Responsibilities:**

##### Expansion

- Reported to Head of Business Development and Expansion and dotted line reporting to the CEO
- Spearheaded MyTukar's East Malaysia Expansion Project to expand B2B segment (Wholesale) business
- Proposed, devised and implemented strategies to accelerate business expansion in East Malaysia
- Assessed market suitability and automotive trends in East Malaysia by analysing the wholesale and retail prices of used cars and engaging with key target groups
- Developed and continuously iterated the seller and buyer journey from end to end with the purpose of improving and recreating seller and buyer experience in East Malaysia
- Established networks and maintained relationships with external stakeholders and potential partners, including GLCs and local companies
- Hired and trained the pioneer sales and operations team in East Malaysia
- Identified new business opportunities and secured floor stock financing for East Malaysian dealers
- Negotiated and reviewed tenancy agreements for yards, inspection centres and retail locations across Malaysia. Reviewed and consolidated all general insurance policies for MyTukar locations

### Adhoc Project

- Reported to the CEO and single-handedly adhoc projects

### Dealer Experience Project

- Led a team to champion the dealer's topic and worked on enhancing dealer's overall experience with MyTukar
- Gathered, categorised, and analysed dealers' feedback to identify and resolve pain points
- Presented findings and proposed solutions to management and resolved identified problems based on pre-determined priorities with the respective sales and operations team

### Customer Service Improvement Project

- Designed the escalation process for customer issues and that all issues are addressed in a timely manner
- Monitored the implementation of NPS surveys at different touchpoints of customer journey

### Mytukar CSR Project

- Initiated and spearheaded the MyTukar first CSR Programme, #mytukarcares to help Malaysians, who were struggling due to the impact of Covid-1. Raised a total of RM100,000 within 2 weeks and deployed grocery packs to 300 car sales advisors.

### **Achievements:**

- Pioneer of East Malaysia's expansion project – mobilised East Malaysia's Sales and Operations within 2 months with 40 team members to date
- Identified and terminated an underutilised yard with a parking capacity of 160 units of cars and saving a monthly cost of RM14,500 per month
- Increased active dealers in East Malaysia by approximately 40% from September to April 2022

### **Retail Steering Manager (Jan 2021 – June 2021)**

#### **Responsibilities:**

- Reported to the Head of Retail. Managed timeline for the launch of Retail by monitoring project deliverables for all teams and addressed execution bottlenecks
- Developed and implemented workflow across cross-functional teams, involving Retail Procurement Team, Retail Sales Team, Retail Operations Team, Retail Asset Management and Aftersales
- Developed and mapped the customer journey from end to end with the Head of Retail
- Consolidated customer feedback and championed the refining and reiteration of the customer journey from booking a test drive to delivering the car
- Designed and developed the concept and structure for the Loyalty Programme.
- Created a proposal template for partnership team to engage with potential partners
- Recruited and trained the first batch of sales team comprising 14 members for Retail
- Worked with a team to create a complete training manual for the sales team
- Acted as first point of contact for any sales and operation ground issues, and acting as liaison to escalate procedural issues to the Head of Department for implementation of more effective SOPs
- Acted as Product owner of Workshop Pro i.e., system used to manage retail transactions and invoicing

**Achievements:**

- Successfully launched MyTukar's first batch of Retail Experience Showroom (3S Centre) in Puchong South (3S Centre), One Utama and Paradigm Mall in April 2021
- Retail Department sold 40 units within the first month of launch, 80 units within second month of launch

**Robert Walters Malaysia****4 February 2020 – 15 January 2021****Consultant****Responsibilities:**

- Specialised in ERP, CRM, HRIS and Digital Product portfolio within the IT Desk
- Managed full recruitment cycle from onboarding and negotiating contracts with new corporate accounts, talent pool sourcing, candidate pre-screening and negotiation of compensation packages for prospective hires
- Established and grew market presence through social media, company, and personal branding
- Approached, engaged and built rapport with prospective and existing clients

**Achievements:**

- Achieved Top Biller for Q3 2020 with total billables of RM 370,000 within the first 8 months

**Zaid Ibrahim & Co.****January 2019 – 4 October 2019****Trainee Associate (Pupil in Chamber)****Responsibilities:**

- Reviewed, amended and/or prepared supplementary O&M agreements and tenancy agreements.
- Participated in due diligence kick-off meetings and project follow-up meetings with clients
- Assisted in compiling due diligence findings and preparing due diligence report
- Conducted legal research comparing practice between different jurisdictions, compiled findings into a report for TNB and amended terms and conditions accordingly
- Conducted legal research and assisted in drafting a legal opinion for an international bank regarding the extent of right of access of Malaysian authorities to data stored in Malaysia Data Centre
- Conducted legal research and drafted a memo advising a client the approval required in Malaysia and Singapore for investment in the telco industry
- Translated legal documents and contracts in English, Bahasa Malaysia and Chinese
- Attended watching brief for a high-profile trial case
- Liaised with various government agencies and attended signings at banks and clients' office.
- Assisted partners with a Fintech forum and networking session with international and local Fintech player.



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