



Siti Noorbaya Mohd Yunus

General Manager, Corporate Communications

Contact Information

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Core Strengths

- Competitive market analysis and research
- Articulate oral and written communications
- Positioning and corporate branding
- Budget control and profit & loss projections
- Organised with strong analytical abilities
- Creative team leadership
- Builds positive relationship (internal & external)
- Flexible, reliable and dependable

Summary

Currently as the General Manager of MSM Malaysia Holdings Berhad, I am responsible for the Corporate Communication Department reporting directly to the Group Chief Executive Officer since 2014.

With more than 20 years of working experience in various industries varies from advertising, corporate services, market and financial analysis, my professional career began in 1997 with Rating Agency Malaysia Berhad as a Credit Research Assistant.

Later in 2000, I pursue my career as Corporate Services Executive at UPD Sdn Bhd and then moved to NasionCom Sdn Bhd in 2003 as an Ambassador in Direct and Channel Sales Division. In 2005, I was employed as Senior Associate at Hadrons Capital Sdn Bhd handling the marketing and business development role. Soon after that, in December 2006, I assumed the role as an Account Manager in TBWA-ISC Malaysia Sdn Bhd, an international advertising agency that provides advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services.

In 2008, I was employed with Felda Holdings Berhad as Senior Executive, Corporate Communications – a newly established department in the organisation and consist of only three (3) strengths. Later in the year 2011, Felda Holdings Berhad became dormant and a new entity, FGV Holdings Berhad took over the role of investment holding company in Felda Group. I was later promoted to Manager, Corporate Communications in 2012 and the department evolved throughout the years with more roles and responsibilities.

Work Experience

General Manager, Corporate Communications

MSM Malaysia Holdings Berhad (Oct 2014 – Present)

MSM is the leading sugar producer in Malaysia. Incorporated on 10 March 2011 and listed on the Main Market of Bursa Malaysia Securities Berhad on 28 June 2011, MSM operates the sugar business of FGV Holdings Berhad.

- Develop and implement strategies to promote and improve organisation's image.
- Manage and oversee communications between the organisation, general public and media to increase visibility locally as well as globally.
- Direct the planning of conferences, meetings, or other events which connect the company with the public and industry.
- Implement the marketing communications plan including strategy, goals, budget and tactics.

- Evaluate, manage and implement corporate social responsibility activities.
- Achievements:
 - Corporate rebranding
 - Higher media exposure locally as well as targeted media in Indonesia
 - NACRA 2021 Excellence Awards – Companies with less than RM2 billion in Market Capitalisation (Silver)
 - NACRA 2021 Special Awards – Best Annual Report in Bahasa Malaysia (Silver)
 - NACRA Merit Award for MSM Annual Report 2014 and 2017
 - NACRA Industry Excellence Award – Consumer Sector for MSM Annual Report 2015
 - Revamped of corporate website
 - Improved corporate social responsibility programmes and reporting
 - Introduced new communications channel to employees, i.e. portal and bulletin/newsletter
 - Actively promote the Gula Prai brand through social media and traditional media since 2019
 - Gula Prai top 3 most chosen brand for total fast moving consumer goods (FMCG) in Malaysia for the year 2020, 2021, 2022 and 2023 (research by KANTAR – Asia Brand Footprint)

Manager, Corporate Communications

FGV Holdings Berhad (Sep 2008 – Sep 2014)

FGV is a globally-integrated, diversified agri-commodities company principally involved in plantations, downstream and sugar businesses.

- Develop and execute strategic plans, setting and administering budgets, and managing projects from inception to successful completion.
- Develop interpersonal skills having dealt with diversity of professionals, including senior management, vendors, sales teams, PR agencies, advertising agencies, and non-profit organisations.
- Control overall company image across all collaterals in print and electronic media.
- Write and/or prepare numerous in-house documentations, including creative brief, proposals, communications plans, advertisements and executive correspondences.
- Event planning and management.
- Achievements:
 - Part of the communications team for the listing of MSM Malaysia Holdings Berhad, a subsidiary of FGV on the main market of Bursa Malaysia in June 2011.
 - Part of the communications team for the listing of FGV on the main market of Bursa Malaysia in June 2012.
 - Developed and managed Felda Holdings Bhd's corporate website.
 - Developed and managed Felda Global Ventures Holdings Berhad's (FGV) corporate website.
 - Successfully implemented e-card system to replace the conventional method of sending festive greeting cards.
 - In-charge of the annual report production for MSM in 2012 from concept, cost control, coordinating content until distribution via Share Registrar.

- In-charge of FGV's branding exercise which includes perception audit, brand strategy and alignment.
- In-charge of the first annual report production for FGV in 2013 from concept, cost control, coordinating content from various departments until distribution via Share Registrar (the inaugural annual report received a merit award from NACRA in 2013).

Account Manager, Client Servicing

TBWA-ISC Malaysia Sdn Bhd (Dec 2006 – Aug 2008)

TBWA is an international advertising agency that provides advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services.

- Client Relations Functions: Servicing and maintaining good rapport with client. Understanding client request in developing job briefs to the creative team in pursue to produce the superior creative ideas. Perceiving and reacting promptly to clients' request at all time. Developing respect and trust of clients at all levels.
- Business Development Functions: Identifying prospective clients, their industry and competitive advantages. Providing communications strategy upon completion of preliminary brainstorm session with the management and creative team. During my tenure here, I have been involved in brainstorming sessions to incorporate communication strategy as well as creative plan to pitch for new business for the Company. The communication strategy includes above and below the line activities. Dedication and contribution with lots of research and hard work had brought the Company the new business of Bursa Malaysia Berhad in January 2007.
- Administrative Functions: Preparing contact reports and work-in-progress reports for client in weekly basis. Issuing complete job briefs to creative team in order for them to understand the idea and concept of the creative work that needs to be done. Coordinating and follow up on production estimates as well as invoices with production team and finance team. Monitoring and updating client's budget in monthly basis. Liaising with media specialists and owners to prepare media plan.
- Achievements:
 - Won the pitch of new business for the Company – Bursa Malaysia Berhad in January 2007.
 - Managed to complete MPOC's exhibition booth design with lots of coordination works between the supplier and internal creative team in a very tight deadline given during POC 2007 at KL Convention Centre.

Senior Associate, Marketing and Business Development

Hadrons Capital Sdn Bhd (Mar 2005 – Nov 2006)

Formerly known as FOS Asset Sdn Bhd, the Company is a licensed fund manager serving institutional, corporate and high net worth clients. Hadrons Capital's services to clients include investment management, real estate investments, private equity, alternative investments, and financial advisory services.

- Marketing Functions: Creating and planning the company's marketing activities. To identify the company's position in the

market, to propose the direction of marketing activities for the company. Establishing contacts and rapport with media especially The Edge Malaysia, The Star and other advertising agencies. Identified and proposed to the management the customer relationship program prior to the launching of the company. Amongst program that has been proposed such as AGM, MVCA Showcase, Seminar/Training Program, Hi-Tea in conjunction to the launching of the company. Aside than the mentioned programs, training for all of the employees has also been proposed for the preparation of customer oriented employee.

- Business Development Functions: Identified the prospective institutional investors as well as other suitable corporations to market the company's financial product and services. During my tenure here, I have been involved in developing the strategic direction and product specifications that suits different levels of investors. Prepared the proper marketing slides presentation as according to their investment needs and criteria.
- Administrative Functions: Involved in preparing the company's Standard Operating Policies and Procedures. Discuss and advice relevant departments such as IT, Legal, Origination & Structured Investment, Wealth Management & Business Development and others in finalising the proper Standard Operating Policies and Procedures as well as system management.
- Financial Analysis: Identified possible investee companies. Analyzed their financial status and current market position. Understand the market condition and outlined a solid proposal to the management on strategies to invest as well as value creation strategies. During my tenure here, I have been involved in a few projects amongst others; plantation, property, food and beverage, GLCs related and others.

Ambassador, Direct and Channel Sales Division

NasionCom Sdn Bhd (Oct 2003 – Mar 2005)

NasionCom is the next generation telco service provider, delivering innovative voice and data services, broadband internet access, interactive entertainment systems and information technology solutions to corporations and home users throughout Malaysia.

- Client Relationship Functions: Servicing the existing corporate clients as to maintain a good relationship with them. Find out their problems, requests or inquiries. Always maintained client's satisfactory level at its best and comfort level. Try to gauge the relationship between the company and the clients to narrow down the communication gap and misunderstandings between the company and the clients. Build stronger ties with clients.
- Customer Services / Administrative Functions: Record all issues brought up during the discussion with the clients. Writing up the report and submit all forms required pertaining to their problems to the designated division. Follow up on the solution and update the clients on the situation.
- Marketing / Corporate Communications Functions: Handle all enquiries on the company's product and treat all calls as a potential client for the company. Try to increase existing client traffic/usage by assuring them with facts and figures that they will get more savings with us as to compare it to other service providers. Introduce them with other services offered by us which relates to their nature of

work/needs. Involved in doing some research on competitors' promotions and product development for the Company to be competitive in the market. Involved in assisting to organize events such as Launching of the NasionCall Home Card, Signing Ceremony with Berjaya Group of Companies, Signing Ceremony with Ambank, e-pay and Cosway.

- **Achievements:**

- Dealing with Government accounts as to assist them on any enquiries, quality issues, delivery on reports and bills issue, and building up good rapport with them. During my tenure here, I serviced Ministry of Foreign Affairs and Ministry of Defense.
- Handling to assist big account such as Sistem Televisyen Malaysia Berhad, Alliance Bank Berhad, RHB Securities, Affin Bank Berhad, Berjaya Group of Companies, Cosway, TH Group, and etc.
- Managed to expand existing account such as City Link Express and SAAG Oil & Gas whereby good rapport built with them has indirectly lead them to sign up the rest of their branches.
- Assigned to handle sales enquiries and managed to close few deals such as PSB Test (M) Sdn Bhd, Golden Palm Oil Industries Sdn Bhd, Kajang Rock Quarry Sdn Bhd, MQS Consult, NAR Records Sdn Bhd, PKU Technology (KL) Sdn Bhd, Rangkaian Positif Sdn Bhd, Polar Sports Sdn Bhd, Mustika Idaman Furniture Sdn Bhd and Strechmarks Asia Sdn Bhd.

Corporate Services Executive, Corporate Services Division

UPD Sdn Bhd (Apr 2000 – Jul 2003)

UPD is a subsidiary of Utusan Melayu (Malaysia) Berhad, a public listed company in Malaysia and currently is one of the leading outdoor advertising players in Malaysia. With more than 40 years' experience in outdoor advertising, UPD has managed to secure more than 40% of the market share in Malaysia and have expanded its operations to India and Indonesia.

- **Human Resource Functions:** Setting up human resource database, process and maintain payroll system, leave management, tracking staff benefits and entitlement, identify training needs for all employees, etc.
- **Administrative Functions:** Handling groceries, stationeries, printing matters, insurance claim and other general administrative works.
- **Personal Assistant/Secretarial Functions:** Organizing and scheduling appointment, maintain filing system and assisting the Manager in other miscellaneous matters.
- **Corporate Communications Functions:** Assisting the Manager in handling Corporate Communications matters like preparing proposals and presentation materials, liaise with related parties on company's corporate affairs, organizing company's events such as Appreciation Night for the clients, signing ceremony with Aerohawk, Brainstorming session at Palm Spring Resort Port Dickson, Utusan Groups Family Day and Sports Carnival.

Credit Research Assistant, Business Development & Information Services Department

Rating Agency Malaysia Berhad (Jun 1997 – Apr 2000)

RAM is the nation's first privately-owned credit rating agency set up in November 1990 to provide impartial and objective evaluation on the credit standing of banks and risk quality of corporate debt securities, like bonds and commercial papers issued in the country.

- To search for information on the companies requested by the clients from the Registrar of Companies.
- To maintain the databases of the companies and to make sure the databases are up to date.
- To analyse the company's performance especially on their financial health and produce reports (or write-up).
- To do some call search and requested formally from the companies for their latest information and financial statement.
- To monitor subordinates work i.e. quality and accuracy check before releasing the reports to the clients.
- Responds to queries from the clients regarding the reports and try to solve the matters as soon as possible.
- Responds to company search orders and act immediately to make sure that it will be delivered within the time frame given.
- To do some marketing call to person or company according to the numbers or contact person given by the department heads.
- To assist the RAM's publication team to respond to phone enquiries from interested parties on RAM's publications or activities i.e. local and overseas (Asia and America).

Skills

Language

English
Bahasa Malaysia

Computer

Operating system:
Windows
Software:
Microsoft Office Suite
Adobe (Photoshop
and Illustrator)

Personal

Team player
Resourceful
Adaptability
Pragmatism

Education

Diploma in Investment Analysis

University Technology of MARA (UiTM)

1994 – 1996

- CGPA 3.06
- Major subjects: All finance subjects that include Analysis and Valuation of Securities, Investment Management, Behaviour of Stock Market, Portfolio Management, Futures and Derivatives Market.
- Special Projects: Enterprenuership (ETR 300), Behaviour of Stock Market (FIN 330), Finance Project Paper (FIN 380), Business Statistic, Report Writing.

Personal Details

Date and place of birth

- 08/03/1975 – Kuala Terengganu

Marital status

- Single

Nationality and religion

- Malaysian – Islam

NRIC

- 750308-11-5238

Referees

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