

Zarifhadi Bujang

Corporate & Business Planning

With over 16 years of professional experience, Zarif stands out as a result-oriented strategist with comprehensive background in corporate affairs and strategic business planning. His optimistic attitude and strong networking abilities pave the way for fostering positive collaborations.



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CORE COMPETENCIES

Project Management

Strategic Alliances

International Relations

Strategic Planning

Government Relations

Stakeholder Management & Engagement

Crisis Management

Corporate Social Investment

Leadership

Sales and Marketing

Consumer Behaviour

Business Intelligence

PROFESSIONAL EXPERIENCE

Head of Program, TERAJU Sarawak Regional Office

Unit Peneraju Agenda Bumiputera (TERAJU), Ministry of Economy, Malaysia

04/2021 - Present

Achievements/Tasks

- Provided essential tactical support for strategic planning, business expansion, execution, and oversight of key economic initiatives in Sarawak. Aligning TERAJU's Tindakan Pembangunan Bumiputera 2030 Plan and the Sarawak State Government's PCDS 2030 framework.
- Effectively built and maintained strong business collaborations and extensive networks encompassing internal and external stakeholders, with particular emphasis on fostering relationships with Sarawak State Government agencies and local business chamber of commerce.
- **Dana Kemakmuran Bumiputera (DKB).** Effectively facilitated the approval of RM 22.3 million in business grants for Bumiputera SMEs in Sarawak. This led to RM 251 million in investments and the creation of 609 job opportunities for Sarawak Bumiputera individuals at different skill levels. This involve 25 key projects whereby 7 projects are related to the Oil & Gas and Energy sector.
- **Dana Pembangunan Usahawan Bumiputera (DPUB).** Led nine B40 entrepreneurship programs with a total budget of RM 31.5 million, covering 30 project locations and 695 participants across Sarawak. Successfully marketed community-based products to international markets, including the United States, China, Saudi Arabia, and Japan, with sales up to RM 4.5 million.
- **Dana Keterangan Wilayah Tumpuan (DKWT).** Played a direct role in the high-level planning for the implementation of DKWT in Rolling Plan Number Four (RP4) for RMK-12 in Wilayah Sarawak & Wilayah Sabah. Emphasized the development of SMEs and human capital initiatives, particularly in TVET and the Digital Economy.
- **Strategic Collaboration.** Established strong collaboration with Sarawak Biodiversity Centre (SBC), Sarawak Digital Economic Corporation (SDEC), Sarawak Centre of Performance Excellence (SCOPE), Sarawak Tourism Board (STB), Tabung Gagasan Anak Sarawak (TEGAS), Sarawak Media Group (SMG), SME Corp, MARA & MATRADE.

PROFESSIONAL EXPERIENCE

Head, Corporate Strategy and Planning

SOCOE Sdn Bhd

06/2019 - 10/2020

Achievements/Tasks

- Led business planning and ensured smooth execution of strategies at strategic, tactical and operational levels.
- **Digital economy.** Led business strategists in implementing Sarawak's Digital Economy Agenda, overseeing key projects; **eWanita** (an E-Commerce platform) under Ministry of Welfare & Community Wellbeing Sarawak; and **Enter Sarawak** (COVID-19 border control measures) for Sarawak Disaster Management Committee (SDMC).
- The "E-Wanita" earned the Malaysian Technology Excellence Award in 2019, while "Enter Sarawak" received the same prestigious accolade in 2020 from the Singapore Business Review.
- Played a key role in establishing SOCOE's stakeholder management system and facilitated in developing SOCOE's corporate identity (CI), emphasizing branding strategies to strengthen overall brand presence.
- Assumed the role of Scrum Master for the comprehensive SOCOE team, comprising four key departments: Corporate Strategy & Planning, Administration, Human Resources, and Creative.

Senior Executive, Planning, Strategy & Engagement

Group Strategic Communications (GSC), PETRONAS

09/2014 - 03/2019

Achievements/Tasks

- Played a key role in facilitating the implementation of business strategies for PETRONAS in Sarawak and provided advisory support for the Company's regional business initiatives. In addition, successfully led the implementation of comprehensive stakeholders engagement program.
- **Secretariat to PETRONAS - Sarawak State Government Joint Working Committee (JWC) Corporate Social Responsibility (CSR) Sub-Committee.** Monitored the implementation of JWC-CSR programs as planned, concurrently prepared comprehensive briefing pack and executive paper for PETRONAS' Executive Leadership Team. Organized stakeholder engagement sessions to enhance collaboration and communication.
- **Government & Stakeholder Relations.** Served as PETRONAS representative in key engagements with the Sarawak State Government. Nurtured positive relationships with crucial PETRONAS stakeholders, including the Chief Minister's Office, State Secretary Office, and State Treasury Office.
- **Issues Management.** Systematically gathered essential business and political intelligence, evaluated operational risks, and predicted potential impacts on PETRONAS' operations in Sarawak.

Area Manager, Sales (East Malaysia Region)

PROTON Edar Sdn Bhd

04/2012 - 09/2014

Achievements/Tasks

- **Dealer Development.** Provided strategic advice and mentorship to 9 sales dealers, aligning their business operations to Proton Edar's overall strategies. Assessed dealer's finances, communicated sales strategies, and conducted training sessions to enhance skills.
- **Sales Management.** Reviewed sales dealers' compliance to HOPS (Hardware/Operations/Potential/Services) standards. Assessed the effectiveness of sales dealers' marketing and sales strategies to ensure alignment with sales targets.
- **Logistics and Inventory Management.** Managed Centralized Distribution Centre (CDC) in Sarawak at Kuching Port. Enforced strong stock management for dealers' inventory, ensuring smooth daily sales. Coordinated timely chassis delivery, collaborating with logistics partners for punctual distribution, especially to dealers beyond Kuching.
- **Sales Training .** Assumed the role of master trainer for the East Malaysia sales team, with a primary focus on enhancing their product knowledge and proficiency in implementing recovery plans.

PROFESSIONAL EXPERIENCE

Executive, Hire Purchase

Satok Branch, Bank Rakyat

04/2010 - 04/2012

Achievements/Tasks

- **Marketing.** Managed sales and marketing hire purchase products, taking a proactive approach to find and secure new business opportunities, consistently exceeding sales targets.
- **Processing.** Evaluated, recommended, and processed client applications, efficiently handling documentation. Introduced best practices and innovative ideas to improve customer service quality
- **Business rapport.** Built and sustained dealer relationships with a strategic focus on ongoing business engagement. Actively supported and participated in dealers' sales initiatives to drive business growth.
- Ranked in the Top 3 among Sarawak branches for impressive disbursement figures.

Price Monitoring Officer

Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP)

04/2008 - 04/2010

Contract Basis

Achievements/Tasks

- **Price Monitoring.** Kept a close eye on pricing for goods and services in the country, including essential items and government-subsidized products. Conducted on-site visits to businesses, built networks with local companies, and documented current prices
- **Periodic Reports.** Prepared detailed weekly, monthly, and quarterly reports with monitored price data for the Head of Department's decision-making. These reports also served as a transparent reference for the public, offering insights into price trends.
- **Enforcement.** Managed and assisted enforcement officers in their operations, especially during festive periods, to ensure smooth execution of the "Festive Season Price Control Scheme."

Sales Advisor

Vendoria Sdn Bhd (Authorised PERODUA Sales Dealer)

12/2007 - 04/2008

Achievements/Tasks

- **Car Sales.** Consistently exceeded sales targets by effectively presenting and explaining car features, warranties, and mileage services. Organized test drives for potential buyers and built and maintained business relationships with local banks
- **Sales Conversion.** Developed business relationships with both new and past clients, suggested trade-in options, engaged with prospects at community events, welcomed showroom visitors, and promptly handled phone inquiries. Understanding of customer preferences, aligning them with suitable vehicle models for a personalised match.

KEY PROJECTS

Market Immersion Program: United States of America (2023)

- Organised a trade mission to the USA with the aim of enhancing sales and marketing efforts of Sarawak B40 community products. Facilitated various business engagements in Washington D.C, New Jersey and New York with local businesses, both Malaysian and USA government agencies, such as MATRADE USA, and local chamber of commerce.
- This mission also aims to comprehend how American businesses operate and contribute to empowering their underprivileged communities. Another key goal is to grasp the development processes of local American SMEs for benchmarking with SMEs in Sarawak.
- Five Sarawak Bumiputera products, comprising 13 SKUs, have successfully entered the American market. Additionally, five of these products have obtained certification from the USA Food and Drugs Administration (FDA). As of February 2024, sales of Sarawakian Bumiputera products in the American market have reached up to RM 681K

KEY PROJECTS

Navigating Sustainable Markets: Japan (2023)

- The trade mission objective to Tokyo and Nagoya was to establish a robust ecosystem capable of effectively accessing the Japanese market. Expanding the market presence of Sarawak's Bumiputera products was key and concurrently, establish new business standards.
- Enhancing bilateral business relations where this mission serves as a strong foundation for streamlining business interactions and facilitates conducive conditions for trade between Malaysia and Japan.
- Series of business engagements in Tokyo & Nagoya was carried out with local businesses, Malaysian government agencies such as MATRADE Japan and Malaysian Agriculture Consular Office.
- As at February 2024, sales of Sarawakian Bumiputera products in the Japanese market have reached up to RM 132K

Sarawak Week in Saudi Arabia (2022)

- Organised a trade mission to Jeddah, Saudi Arabia, called "Sarawak Week". The goal was to connect with Saudi businesses and promote products from Sarawak's Bumiputera community. TERAJU had engaged with the Mecca Chambers of Commerce and MATRADE Saudi Arabia, showcasing 56 Sarawak Bumiputera products at the event, resulting in RM33,000 sales (during the launching day of Sarawak Week)
- TERAJU took Sarawak business owners to Jeddah for insights into the international market for more exposure. The Sarawak Week received significant PR coverage, with seven mentions in the local news and 30,000 online views during the launching. Local Saudi influencers also facilitated in promoting Sarawak's products.
- The launch event had 300 attendees with 60% being local Saudis, showing strong local interest.
- As at February 2024, sales of Sarawakian Bumiputera products in the Saudi Arabian market have reached up to RM 112K

Enter Sarawak & i-Alerts, SOCOE Sdn Bhd (2019)

- Development of two essential apps, i-Alerts and enterSarawak, showcasing commitment to using technology for positive change. These apps played a crucial role in managing the COVID-19 pandemic in Sarawak. This streamlined approach ensured efficient information flow, promoting collaboration and informed decision-making.
- During the Movement Control Order, enterSarawak was quickly deployed to all 33 immigration, customs, quarantine and security center in Sarawak, while the i-Alerts became the central platform for Disaster Management within the Sarawak Disaster Management Committee.
- The standardised processes of these apps enhanced overall efficiency throughout the disaster lifecycle. EnterSarawak won the Malaysia Technology Excellence Award in 2020; an international award presented by the Singapore Business Review.

PETRONAS - Sarawak State Government Joint Working Committee (JWC) CSR Projects (2014 - 2019)

- PETRONAS pledged RM50 million for a five-year Corporate Social Responsibility (CSR) initiative in Sarawak. As a business planner, strategically managed the budget and collaborated with the Sarawak State Government agencies for impactful outcomes especially in fostering positive working relationship.
- Together with General Manager, Sarawak Regional Office to craft plans leading to the allocation of the budget across four key areas: Environment, Infrastructure, Community Wellbeing and Disaster Relief.
- Successfully implemented PETRONAS's branding campaign by actively participating in events like the Sarawak Regatta to increase visibility. Also, played a key role in supporting Sarawak non-governmental organisation (NGOs), contributing to PETRONAS's positive community image.
- Provided facilitation to Project Managers overseeing significant initiatives including the Penan Pre School, Community Emergency Response Team (CERT), Community Centre, and Mobile CSRs.

PUBLICATIONS

Journal Article

Malaysian Government and Social Media

15 July 2016

United Nations Public Administration Network (UNPAN)

Social media in Malaysia is always changing. The government strategically uses platforms like Facebook, Twitter and YouTube to communicate and engage with the public.

TRAINING & COURSES

Professional Certificate in Clean Power (04/2024)

Imperial College London

- Course 1: Why Move Towards Cleaner Power
- Course 2: Creating A Pro-Renewables Environment
- Course 3: Incorporating Renewable Energy In Electricity Grids

Lean Six Sigma - Yellow Belt Certification (03/2024)

Council of Six Sigma Certification (CSSC)

- Credential ID: uWEsSpHbaP

Planning. Check. Do. Act (PCDA) Technique for Project Management (10/2022)

TERAJU

SKG02: Problem Solving (Blended Learning) (2017)

PETRONAS Leadership Centre, PETRONAS

SKG02: Introduction to Planning (2016)

PETRONAS Leadership Centre, PETRONAS

Effective Project Management (2015)

Project Management Institute (PMI), PETRONAS

Project Management Professional (PMP) Candidate (02/2024 - Present)

Project Management Institute (PMI)

- Scholarship under Yayasan Peneraju Pendidikan Bumiputera (YPPB)

Contract Law: From Trust to Promise to Contract (06/2021)

Harvard Law School, EDx

Crisis Management (2018)

Harvard Business Mentor Online, PETRONAS

SKG02: Industry Knowledge & Research (2016)

PETRONAS Leadership Centre, PETRONAS

Strategic Intelligence (2016)

United Nations Public Administration Network (UNPAN)

Communications Planning & Research (2015)

Communications Academy, PETRONAS

EDUCATION

Masters of Business Administration

University Malaya-Wales

06/2023 - Present

Bachelor of Business Administration (Marketing) Hons

University Malaysia Sarawak (UNIMAS)

08/2004 - 08/2008

Courses

- Final Year Project: "The usage of internet as a marketing medium among entrepreneurs"

Sijil Tinggi Pelajaran Malaysia (STPM)

St.Joseph's School

2002 - 2003

Courses

- General Studies
- Economics

- Commerce
- History

Malaysian University English Test (MUET), Band 4

Sijil Pelajaran Malaysia (SPM)

St.Joseph School

2000 - 2001

Courses

- Bahasa Malaysia
- Mathematics
- Islamic Studies
- Economics
- Accounting

- English
- Science
- History
- Commerce

EXTRA CURRICULAR ACTIVITIES

Head, Special Task Unit (2007)

Minggu Aluan Pelajar UNIMAS

Rugby Club (2006 - 2007)

UNIMAS Rugby

Head of Bureau (2001)

JOSIPA, St. Joseph School

Rugby Club (2000 - 2003)

St. Joseph School

Head, Facilitator Unit (2006)

Minggu Aluan Pelajar UNIMAS

Facilitator (2006)

Student Leadership Course

School Prefect (2000 - 2003)

St. Joseph School

VOLUNTEER EXPERIENCE

Infantry Officer

Malaysian Territorial Army

09/2016 - Present

Tasks/Achievements

- Actively fulfilling my role as an Infantry Officer within Regiment 511 of the Territorial Army, stationed in Kuching.
- Gained operational experience during OP Penawar in 2020, focusing on combating the COVID-19 pandemic. Attached to the 11th Battalion of the Royal Malay Regiment at Semenggo Camp during MCO. Served as Liaison Officer, ensuring effective coordination between Malaysian Armed Forces and Royal Malaysian Police.
- Deployed to RASCOM in Sibu to involve in OP Penawar led by the 9th Malaysian Infantry Brigade.
- Completed the Platoon Commander Course, securing 8th position out of 68 course participants.
- Qualified marksman and field tactics.

PERSONAL INTERESTS

CrossFit

Marathon

Mixed Martial Arts

Golf

LANGUAGES

Bahasa Malaysia

Native or Bilingual Proficiency

English

Full Professional Proficiency

REFERENCES

YB Datuk Dr Haji Hadzland bin Abang Haji Hipni

"Deputy Minister for Energy and Environmental Sustainability"

Contact : 017.858.5007

Encik Shamsur Taha

"Head HR & Administration - Sarawak Petrochemicals Sdn Bhd"

Contact : 019.885.9901