

**MOHAMAD SHAHIZAM BIN DATO' FAUZI**  
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Cheras, Selangor



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	Email	mshahizam@gmail.com
<b>Personal Details</b>	Date/ Place of Birth:	28 March 1973 / Kuching, Sarawak
	Age:	51
	Marital Status:	Married with three children

## PROFILE

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A self-motivated and energetic professional with in-depth knowledge and experience in Public Relations, Marketing, Event Management and Advertising & Promotion.

### Leadership Experience

- Has been functioning as a leader for the past 15 years and responsible for leading between five to 30 employees in various organisations.
- Previously, the Vice President of the International Association of Business Communicators (IABC), Malaysian Chapter.

## WORK EXPERIENCE

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### ASSISTANT GENERAL MANAGER CORPORATE COMMUNICATIONS PELABURAN HARTANAH BERHAD

January 2011 - Present

#### Public Relations

- **Media Relations:** Strategise and execute effective media campaigns to position PHB's beyond real estate investment functions.
- **Crisis Management:** Advise the company on matters about media management and communication with external stakeholders.
- **Corporate Responsibility:** Plan and execute suitable corporate responsibility programmes. Signature programmes include *Man Jadda Wa Jadda* for the business community and *Langit Terang* for university students and the contribution of *Van Jenazah* (hearse) to mosques/suraus.
- **Corporate Publications:** Publish Coffee Table Book, articles and success stories.
- **Corporate TV Productions:** Produced *Man Jadda Wa Jadda* and *Langit Terang* TV programme in collaboration with TV Al-Hijrah. It is a TV CSR Programme to assist entrepreneurs and university students respectively.
- **Marketing Communications:** Manage the company's participation in trade shows, and exhibitions to obtain sales leads as well as corporate branding.
- **Government Relations:** Create and maintain mutual relationships with key stakeholders which include the Prime Minister's Office, Ministry of Finance, Ministry of Economy and Securities Commission.

- **Corporate Writings:** Draft the company's speeches, press releases, messages, corporate materials, etc.
- **Corporate Image:** Execute the company re-branding exercise with the objectives of:
  - Close the perception gap between the market's perception now and PHB's ideal perception.
  - Develop a PHB visual brand identity representing core values, vision, mission and market leadership.
  - Build a PHB corporate brand culture based on values vision & mission.

### **Advertising & Promotions and Online Communication**

- **Advertising & Promotions (A&P):** Plan and execute effective A&P strategies to create awareness of PHB, positive corporate image and help to market PHB's products and services.
- **Social Media:** Manage PHB's social media platforms and use them effectively in communicating PHB's messages.
- **Online Communication:** Manage PHB's corporate website, campaign website and Mobile Application.
- PHB won **Asia Asset Management Best of the Best Awards** for its unit trust product Amanah Hartanah Bumiputera (AHB) in 2015 and 2016.
- **Contents Development** – Strategise and develop various corporate-related content which includes in-house videos and designs.

### **Corporate Relations**

- **Corporate Events Management:** Plan and execute corporate events for PHB as required. Successfully organised the official launch of NU Sentral Shopping Centre and Menara 1 Sentrum, three AHB unit trust launches involving the Prime Minister, and one groundbreaking ceremony for a shopping mall officiated by the Sultan of Terengganu.
- **Corporate Visits:** Manage PHB's corporate visits by external parties.
- **Internal Communication:** Assist the Human Capital Department, Risk Management Department, and Integrity & Governance Unit with internal communication requirements.
- **Administration & Accounts:** Manage the Unit's daily operations and control the expenses.

### **MANAGER CORPORATE COMMUNICATIONS EXPORT-IMPORT BANK OF MALAYSIA BERHAD**

May 2009 – January 2011

- Prepare and seek approval for advertising and promotional budget.
- Responsible for Brand Management, Advertising and Promotion.
- Re-develop EXIM Bank Branding and Advertising and Promotion Guidelines.
- Oversee the production of advertising materials, writing proposals and reports as well as copywriting and proofreading.
- Custodian of the Corporate Identity's standards and applications.
- Supervised and organised various events including press conferences, product launches, seminars, etc.
- Participate and be involved in various interest groups and major stakeholder activities.
- Coordinate the production of annual reports.
- Coordinate advertising and promotion activities for all business units.
- Provide support and coordination to research activities by research agencies about the market, customer perceptions and brand strength.
- Monitoring complaints received by EXIM Bank.
- Notable achievement:
  - Successfully organised an international Asian Exim Banks Forum, Co-Hosted by EXIM Bank of Malaysia and the Asian Development Bank.

**ASSISTANT MANAGER  
STRATEGIC & CORPORATE PLANNING CENTRE  
UNIVERSITI TENAGA NASIONAL**

March 2008 – April 2009

- Coordinating and overseeing programmes or activities related to planning, implementation and communications of UNITEN's corporate strategy and the support of TNB's corporate strategy.
- Being the custodian of UNITEN's KPI's with the main function to ensure all KPI targets are met.
- Monthly KPI reporting to TNB to be conducted as a compulsory requirement.

**ASSISTANT MANAGER  
CORPORATE BRANDING  
BANK ISLAM MALAYSIA BERHAD**

March 2001 – February 2008

- Media Relations, corporate website management, planning and executing advertising and promotional activities, Corporate Social Responsibility, planning and coordinating corporate events such as exhibitions, roadshows and product launches.
- Notable achievement:
  - Successfully coordinated the Bank's RM9 million re-branding exercise in my role as the main coordinator and secretary to the working committee.

**EXECUTIVE OFFICER  
BUSINESS ETHICS INSTITUTE OF MALAYSIA**

February 2000 – February 2001

**MANAGEMENT TRAINEE  
DE PALMA HOTEL AMPANG**

November 1998 – February 2000

**ACADEMIC QUALIFICATIONS**

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Master of Business Administration Universiti Putra Malaysia	2001 - 2003
Bachelor of Commerce (Marketing & Management) Murdoch University, Australia	1996 -1997
Diploma in Business Administration Binary University of Management & Entrepreneurship, Kuala Lumpur	1994 - 1995
Diploma in Computer, Accounting & Management Binary University of Management & Entrepreneurship, Kuala Lumpur	1991 - 1993
Sijil Pelajaran Malaysia St. John's Institutions, Kuala Lumpur	1989 - 1990

## PROFESSIONAL / ASSOCIATION MEMBERSHIP & QUALIFICATION

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- Human Resource Development Corporation Certified Trainer
- Licensed Marketing Representative (MR), Securities Commission Malaysia
- Management Consulting – Level 1: Analyst
- PRINCE2 Certified (Project Management)
- Senior Associate Member, Public Relations Consultants Association of Malaysia
- Member, Institute of Public Relations Malaysia

## AWARD

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Certificate of Appreciation by Malaysian Ministry of Education for "Leadership and Management of Society"

- In recognition for the dedication in assisting Malaysian students in Australia. 1997

## GUEST SPEAKER

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Guest Speaker to MBA students at Universiti Utara Malaysia (UUM) on the subjects of corporate social responsibility and event management.

August 2019

## VOLUNTEER WORK

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Board Member – Vice President

International Association of Business Communicators (Malaysia)

August 2023 – June 2024

## JOURNAL PUBLICATION

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Ummah, M. H., Azmi, N. L., Sharipudin, M.-N.S., **Fauzi, M. S.**, & Abdullah, N. A. (2021). The determinants of purchase intention on Omni channel retailing among young Malaysian consumers. *Journal of Halal Service Research*, Vol. 2 Issue 1.

## REFERENCES

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### **Mr. Lawrence Chan**

Chief Brand Strategist and Principal Partner  
Lumiere Brand Consulting PLT

Tel: 012-207 8075

### **En. Firdaus Suffian Abdul Latif**

MIFC Leadership Council

Tel: 019-664 7413

### **Pn. Faridah Abd Wahab**

Assistant General Manager, Corporate Communications  
Prokhas Sdn. Bhd.

Tel: 012-212 6151