Kah Meng Leong, CFA

Growth mindset practitioner

An accomplished leader with a decade-long track record of delivering tangible results by driving sustainable business growth through adept sales management, dynamic product innovation, and rigorous risk management strategies. Eager to leverage expertise in a senior management capacity within Fin Tech and start up space.

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WORK EXPERIENCE

Head of Wealth Asset Financing, Regional Wealth Management

Hong Leong Bank Berhad

02/2023 - Present | *Kuala Lumpur*

Achievements/Tasks

- Led a team of 2 product managers and 5 specialists to achieve the highest loan utilization and operating profit for the department since 2000.
- Identified opportunities to expand revenue streams through innovative financing structures, and leveraged on market gaps to drive loan growth by 52% in FY2324.
- Implemented multliple cost-effective measures to streamline operations and improved efficiency in the application, approval and acceptance processes.
- Established a comprehensive credit policy for Private Banking which harmonizes the marginable framework for different asset classes across Malaysia and Singapore. Included basic ESG criterias in the Equities and Fixed Income collaterals evaluation/review.

Head of Retail Business, Securities

Affin Hwang Investment Bank Berhad

11/2021 - 02/2023 | *Kuala Lumpur*

Achievements/Tasks

- Oversaw 6 Unit Heads directly, each leading different teams including Equity Sales, Remisiers, Share Margin Financing, Derivatives, Digital and Partnership, and Corporate High Net Worth.
- Led transformational changes in Retail Business through new distribution channels, and reduced the overall acquisition cost by 38% in less than 12 months.
- Instrumental in setting up the Digital and Partnership desk with the objective of establishing a complete and diversified investment ecosystem in Malaysia.
- Developed a detailed 5-year strategic plan for Retail Business and Securities Division in collaboration with internal stakeholders and introduced new processes to track deliverables effectively.
- Simplified the new product development guideline and governance process flow for stockbroking products in order to reduce redundancy.

SKILLS

Equity · Fixed Income · Derivatives · Foreign Exchange · Economics · Lombard Lending · Share Margin Financing · Wealth Management · Sales and Marketing · Strategy · Product development · Risk Management · Portfolio management · Credit Evaluation · ESG · Investment Solution · Digital transformation · Leadership

EDUCATION

Masters in Mechanical Engineering

University of Nottingham

10/2010 - 06/2014 | *First Class Honours*

ACHIEVEMENTS & CERTIFICATES

Certificate in ESG Investing by CFA Institute (01/2024 - 05/2024)

Passed

Module 6: Malaysia Equities - Stock Market and Securities Law (01/2018 - 01/2018)

Passed

Module 7: Malaysian Equities - Financial Statement Analysis and Asset Valuation (01/2018 - 01/2018)

Passed

Chartered Financial Analyst (CFA) (01/2015 - 08/2017)

Passed all 3 levels in first attempt

Pasaran Kewangan Malaysia Certificate (PKMC) (07/2015 - 09/2015)

Book Prize winner for Module 4: Derivatives and Risk Management

WORK EXPERIENCE

Head of Warrant Sales, Malaysia
Macquarie Group

08/2019 - 10/2021 *Kuala Lumpur*

Accomplishments

- Customized innovative equity solutions to public listed companies in Malaysia by leveraging on Macquarie Bank's balance sheet and structuring capabilities.
- Originated 6 new Malaysia private placement mandates in 2021 with a notional amount exceeding RM230mil.
- Explored new channels for product distribution through the successful onboarding of 8 active introducing agents since 2019.
- Key sales and business development person for the #1 structured warrant issuer in Malaysia.
- Initiated new revenue stream by introducing of new products (Hang Seng TECH Index and HK stocks) and mitigated revenue loss against High Frequency Traders (HFT) with a series of defensive mechanisms.
- Coordinated and proposed ideas to Bursa Malaysia and Securities Commission on improvements to the existing framework and overall warrants market in Malaysia.

Equity Derivatives Sales
Macquarie Group

12/2017 - 07/2019 *Kuala Lumpur*

Accomplishments

- Frequent speaker for weekly educational seminars organized by Bursa Malaysia and brokers, while completing 45 seminars in 2 years.
- Responsible for the structuring, pricing, and submission of listed equity derivatives to Bursa Malaysia and Securities Commission.
- Managed the market making and hedging activities in compliance with local regulatory requirements, internal controls, and risk management.

Treasury Dealer, Corporate and Commercial Sales
Public Bank Berhad

07/2014 - 11/2017 *Kuala Lumpur*

Accomplishments

- Awarded best individual performer for FY16, achieved 213% for FX sales and onboarded 10 new SME and corporate clients.
- Specialized in FX spot and swaps, fixed income and money market solutions, and provided treasury advisory to both corporate and institutional clients.
- Assisted in the development of the Bank's first electronic trading platform for 40 branches to improve overall FX flows (+16% y-o-y) and position squaring.

INTERESTS

- Basketball
- Travel
- Food
- Gaming

LANGUAGES

English
Native or Bilingual Proficiency

Chinese - Cantonese
Native or Bilingual Proficiency

Malay
Professional Working Proficiency

Chinese - Mandarin
Native or Bilingual Proficiency