



SYED OMAR ALBAR BIN SYED ABDULLAH

DEPUTY CHIEF EXECUTIVE

PERBADANAN KEMAJUAN NEGERI PERAK (PKNPk)

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PROFILE

A charismatic and solution-oriented gentleman with 13 years of professional experience in various sectors ranging from **Port & Logistics, Telecommunications, Property Development, Renewable Energy and Government**. Proficient in crafting blueprints, aligning SOPs, tackling financial budgets, administrating infrastructure development, securing investors, managing stakeholders, promoting & selling land, rebranding organization and its subsidiaries, handling media & PR, events & visits along with organizing CSR projects to name a few.

EXPERIENCE

Nov 2015 - Present
(7 years 4 months)

PERBADANAN KEMAJUAN NEGERI PERAK (PKNPk) | Malaysia

Joined PKNPk Group in year 2015 and has ascended to various key positions in the organization which has nurtured and strengthened my planning and implementation skills.

Deputy Chief Executive, PKNPk

Current role since December 2022

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Chief Projects Officer, PKNPk

(Undertake Deputy Chief Executive Role)

May 2022 – Nov 2022

- Lead four main Departments in the Planning and Development arm of PKNPk comprising **Industrial & Business Development Department; Land and Property Affairs Department; Silver Valley Technology Park (SVTP) Department and Project Control Department**.
- Steered the team through many successful projects for year 2022 including the launch of a **Centralized Labor Quarters (CLQ) pilot**, fronted re-negotiations of lopsided contracts, resolved squatter's relocation issues for Silver Valley Technology Park, re-align the Rumah Perakku projects, and finalizing of several mining agreements while synchronizing a few new projects in the pipeline.

Senior Technical Officer, PKNPk

Dec 2021 – Apr 2022

- Assisted the Deputy Chief Executive in **increasing the overall revenue collection** from the real estate sector as well as **exploring new channels of recurring income** through other initiatives e.g., Mineral, Green Technology and Property Development.
- Assisted in **planning of new businesses and expansion of existing businesses** through numerous engagement sessions with external parties & potential investors in multiple initiatives in line with the PKNPk's Transformation Roadmap.

Director

(Seconded to Industrial and Business Development Department, PKNPk)

June 2021 – Nov 2021

- Plan, build and improve **coordination and networking relationship with stakeholders and agencies** related to investment. E.g. - MITI, MATRADE, Invest Perak, FMM, MICCI and Chambers of Commerce (Malay, Chinese and Indian).
- Monitor and assess the **preparation of related paperwork for PKNPk Management / board approval**. Successfully obtained board approvals for esteemed projects such as Hydro 2, CLQ, built to suit and lease factory for Jinjing Silicon Technology Sdn Bhd, to name a few.
- Plan and implement **domestic and foreign investment promotion programs** to encourage investors to invest in the state of Perak.
- **Explore new fund alternatives** to cushion the cost of developing a new business model such as the built-to-suit-and-lease (BTSL) concept factory.

PERAK TEAMWORK SDN BHD *(Wholly Owned Subsidiary of PKNP)*

General Manager

Dec 2020 – May 2021

- Spearhead the subsidiary and overlook the entire operation and diversified its business activities. **Within a year, turnaround the company with RM24 million revenue from initial debt of RM6 million.**
- **Secured buyer for the Bemban Industrial Park (Phase 2)** and other new business ventures.
- **successfully launched a new outlet in One Utama Shopping Complex, Petaling Jaya in January 2022 for the company's café brand, the *Bean Here Coffee and Ice Cream Co.***

Head of Division

Investment, Development & Promotion

Nov 2018 - Nov 2020

- Given the new direction after the 14th General Election, PKNP Group decentralized its operation and companies like Perak Teamwork Sdn Bhd (PTSB) have been revived.
- PTSB **successfully launched 2 lifestyle brands** to be more flexible in its offerings and business ventures, taking advantage of the State's incentives and leveraging on the openness of the new market.

Manager, Port & Logistics

Nov 2015 - Oct 2018

Manager, Industrial Development & Promotion

Nov 2016 - Oct 2018

- Managed two separate portfolios in order to create a seamless industrial development plan which will complement the state's port plan
- Integral part of the team in establishing the commercial and business aspect in the gazettment of the Majlis Pengurusan Persisir Pantai Perak (MP4)
- Revived the development of Bemban industrial park after it has been dormant for more than 20 years

JOHOR PORT BERHAD

Head, Corporate Communications

Oct 2012 – Oct 2015

- Successfully **revamped the direction of the organization** via internal campaigns for productivity, which resulted in increased overall group revenue
- **Organized 2013 annual dinner, the first time since year 1993, within 3 weeks**
- Part of the pioneer think-tank team for new projects to see the viability of new businesses such as **Material Off Loading Facility (MOLF) for Rapid Pengerang, Offshore Inspection, Maintenance and Repair (OIMR) centre, KOTUG – MMC and also the Cranetech – JPB collaboration**
- **Created the Stakeholders Management Blueprint; which was crucial for ISO9001 as well as OHSAS18001 certifications**
- Organize CSR projects
- policy maker for Union Management
- Established the Endowment Fund for UTM
- **Strategize assets acquisition / collaboration for MMC group**
- One of the **core team members to identify the potential acquisition of Penang Port, Pos Malaysia and Keretapi Tanah Melayu Berhad (KTMB)**

JALUR LEBAR NASIONAL SDN BHD (JALENAS)

Special Assistant, Executive Director's Office cum

Digital Media Executive / Network Executive

Jan 2010 – Sept 2012

- spearheaded the transfer of open access technology and was stationed overseas for 18 months in Sweden, UAE, UK, Hong Kong and Saudi Arabia. Tasks and achievements as follows:
 - i. Network development to design the network policers and shapers
 - ii. Platform design for "plug & play" ISP
 - iii. Content creation & content buying
 - iv. Secure investment fund from venture capital
 - v. Sourcing for new open access and network deployment technologies
 - vi. Bidding and designing for government related projects such as Malaysia Research Education Network (MYREN) and 1BestariNet
 - vii. At the age of 25 years old, I was the youngest speaker in the Forum Jalur Lebar Nasional, Pahang Edition in Zenith Hotel, Pahang

EDUCATION

2010	Multimedia University Diploma in Internet Computing Malaysia	
	Major	Networking
	Final CGPA	3.26
2004	English College, Johor Sijil Pelajaran Malaysia Malaysia	
	Major	Science Stream + Accounting
	Result	1A

LANGUAGES

Proficiency level: 0 - Poor, 10 – Excellent

Language	Spoken	Written
Bahasa Malaysia	9	9
English	9	9

EXTRA CO-CURRICULAR ACTIVITIES

2001-2004

Assistant Class Monitor President of Navy Cadet

- Represented school and state for football and rugby Excellence in Malay and English Language Oral Test

2005-2009

Exco of "Mmusic society"

- Publicity, Sponsorship and Technical Department

Club Advisor for Mmusic society

- Supervising the new committees

Manager of a Football Club

- Achieved 2nd in MMU league & 3rd. In Melaka League

Deputy of Faculty Programme

- Organize First Year Experience for Junior

Event Director

- Organized an event for the state's Rakan Muda

Convocation Festival

- Secretary of Stall and Booth Exco

Thesis Presentation

- Present the thesis in front of supervisor

COMPUTER SKILLS

- Proficient using web and online application
- Microsoft Word, Excel, PowerPoint, Publisher, Visio
- Adobe Photoshop, Acrobat, Dreamweaver
- Web design and building using Joomla, PHP, MySQL
- Aperture, iWork

PROFESSIONAL COURSE ATTENDED

- Certificate of PHP 5 Developer Program
- Certificate of Microsoft .NET T365 Programming using Visual Basic
- Certificate of Leadership and Management Skills
- Certificate of Photoshop CS5

FINAL YEAR PROJECT

- In collaboration with: Mish Mash Hub, Melaka Specialization: Programming
- Project title: Food Ordering System by IP Recognition
- Objective: To identify orders made and served using a specific IP for each table