

## OMAR AFFAN A'ALA BIN NASARUDDIN

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### **Personal Particulars**

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| <b>Date of Birth</b>  | 9 September 1980    |
| <b>Nationality</b>    | Malaysian           |
| <b>Contact Number</b> | +6 012 219 0250     |
| <b>E-mail</b>         | omaraffan@gmail.com |

### **Educational Background**

| <b>Year</b> | <b>Qualification</b>   |
|-------------|--|
| 2004        | Bachelor of Business Administration (Finance) (Honors)<br>Universiti Utara Malaysia, Sintok, Kedah |
| 1999        | Matriculation Universiti Utara Malaysia<br>Kolej MARA Kuala Nerang, Kedah                          |
| 1997        | Sijil Pelajaran Malaysia (SPM)<br>Maktab Rendah Sains Mara (MRSM) Pengkalan Chepa, Kelantan        |

### **Brief summary**

Omar is an analytical thinker, creative problem solver, and good communicator who has led businesses and sales operations for MNC and GLC.

Omar is currently leading the Strategy and Business Development under the Logistics and Support Division (LSD) in FGV Holdings Berhad. LSD oversees seven companies ranging from bulking and transport businesses under the Logistics Cluster, and Information, Communication and Technology, and Hospitality under the Support Businesses Cluster. A subsidiary managing liquid bulk terminal and four associate companies in Pakistan also report to LSD.

Responsible for the growth and strategic direction of the companies under the Sector, he develops internal and external initiatives and partnerships as well as performs deep dives to resolve big-ticket operational issues. Omar has also been involved in multiple M&A exercises in FGV related to Logistics and Downstream.

Omar serves as a member of FGV's Disciplinary and Appeal Committee and appointed as Universiti Teknologi Petronas (UTP) Panel of Research Expert Mission Oriented Research (MOR) – Green Technology during his time managing graphene business for FGV Cambridge Nanosystems (FGV CNS). In 2023, Omar has completed his C-Suite Executive Coaching Program, a preparation program for future CEOs in FGV.

Omar has a decade of fuel retailing and leadership experience at Shell where his last position was the Regional Retail Manager for Sabah. He and his team won the Global Executive Vice President's Award for Top District Manager Team in Frontline Excellence Performance 2013. He also won the Top District Manager for Malaysia/Hong Kong/Singapore / Brunei Cluster 2013.

### **Employment Experiences**

Senior General Manager & Head – Strategy and Business Development (May 2021 – Current)  
General Manager & Head – Strategy and Business Development (July 2018 – April 2021)  
Logistics & Support Division (LSD) - FGV Holdings Berhad (FGVHB)

- Develop Division's Strategic Planning involving companies in diverse industries namely bulking, transport, travel, information technology, engineering, properties, and liquid terminal.
- Identify organic and inorganic growth opportunities for companies under the Division and develop implementation plans for potential M&As and collaborations.
- Establish centralized and effective business development planning for LSD and its companies.
- Provide guidance on operational, sales and marketing issues to companies within the Division.
- Co-own the financial and key operational performances of the Division and its companies.
- Special mentions: -
  - Special Officer to Officer-In-Charge (Acting FGV Group CEO) (May 2021 – August 2021)
  - FGV-Lead for successful pre-qualification tender exercise for Clean Bulk Cargo Terminal Project in Karachi Port and Expression of Interest to acquire majority stake in Fauji Akbar Portia (FAP) Marine Terminal in Port Qasim, Pakistan. Both exercises were jointly conducted with Johor Port Berhad.

Special Officer & General Manager – COO's Office (March 2017 – June 2018)  
Logistics & Support Business ("LSB") Sector - FGV Holdings Berhad (FGVHB)

- Led operational transformation initiatives for 7 companies under LSB Sector via the COO's office. The companies range from Transport (including courier), IT, Bulking, Properties, Securities, Engineering to Travel.
- Spearhead Special Projects within LSB Sector and assist FGV's Group Strategy for selected projects at Group Level
- Managing relationship between EVP/COO of LSB Sector with internal and external stakeholders
- Coordinator for Board Executive Committee (BEC) in managing FGV Holdings during the suspension of GPCEO and Group CFO
- Monitor projects/priorities under LSB Sector

General Manager – Strategy and Business Development (August 2014 – February 2017)  
International Business and Palm Downstream Cluster - Felda Global Ventures Holding Berhad (FGVHB)

- Responsible for setting up Malaysia's sales and marketing functions for a newly acquired startup company specializing on graphene located in Cambridge, United Kingdom
- Conduct feasibility study and due diligence on new investment proposals related to oleochemicals and innovative technologies for downstream.
- Prepare and present papers to FGV Holding Boards and Investment Committee, as well as various subsidiaries boards within the FGV Group.

District Manager Sabah (January 2013 – August 2014)  
Shell Timur Sdn Bhd

- Managing retail business with sales of more than RM 1.5 billion annually with three Territory Managers and 75 retailers.
- Managing internal and external stakeholders with the outlook to protect the company's reputational risk.
- Deliver Multi-Year Plan consisting of CAPEX, OPEX and business platform conversion.
- Deliver implementation of the national marketing campaigns and local marketing activations within the timeline and budget
- Galvanize operational excellence, develop, and motivate talents, and demonstrate leadership in HSSE.
- Manage relationships with State Government as well as KPDNKK in ensuring business continuities.
- Achievements
  - ***Top District Manager for Malaysia/Hong Kong/ Singapore/Brunei Cluster 2013***
  - ***Executive Vice President's Global Award for Top District Manager Team in Frontline Excellence Performance 2013***
  - ***Executive Vice President's Global Award for Top District Manager in Frontline Excellence Performance Q3 2013***

Retail Network Field Planner Singapore and South Malaysia (January 2012 – December 2012)  
Shell Malaysia Trading Sdn Bhd

- Develop network strategies for key Primary Market Areas in Singapore and Southern Malaysia.
- Drive the network strategy to implementation by applying the best practices and latest thinking through Master Planning.
- Steer innovation behaviors in network planning by exploring new ways to create value from the network, and finding alternative ways to faster execute existing strategies.
- Drive more profits from the existing network by finding links and opportunities to create more value by working with other functions within Retail and Business to Business (B2B)
- Interface with key stakeholders in Malaysia and Singapore- Sales & Operations, Marketing, Fleet, Finance, Strategy, Supply and Distribution to drive alignment and consolidate into Network Plans.

Real Estate Manager (June 2010 – December 2011)

Shell Malaysia Trading Sdn Bhd

- Manage end-to-end process for retail station's development
  - Negotiate and acquire lands for retail sites
  - Manage land vendors on contractual obligations
  - Supervise the third-party company which manages the construction of the retail stations.
- Dispose landbanks and high alternative value (HAV) retail stations.
- Create opportunities for land acquisitions by working with land developers.
- Develop retail-operator candidates under the land-tied agreements.
- Managed internal and external stakeholders pertaining to land deals and retail site constructions.
- Achievements –
  - **2011 Best Disposals, Acquisitions and Project Management Manager for Malaysia/Hong Kong & Singapore Cluster**
  - **Q1 2011 Best Positive and Solution-Focused Mindset**

Retail Territory Manager (January 2007 – June 2010)

Shell Malaysia Trading Sdn Bhd

- Maximized all sales potential while protecting Shell's interest, through managing and coaching retailers.
- Delivered Sales and Operation targets for the area (retail sales value of RM 200 million)
- Managed and maintained positive relationships, supporting retailers to achieve and maintain top-class site performance.
- Ensured retailers implement Shell's Customer Commitment and complies with the Site Operation and HSSE standards.
- Achievement – **2008 Consistent MMP Performer**

Senior Executive – Financial Intelligence Unit (January 2005 – December 2006)

Bank Negara Malaysia

- Implemented AMLA Enforcement Framework for the national Anti-Money Laundering/ Countering Financing of Terrorism (AML/CFT) policy and measures.
- Reference point on AML/CFT compliance issues for supervisory teams conducting off-site surveillance and on-site examination, and to the AMLA 2001 reporting institutions.
- Prepared guidelines, policies and procedures for AML Reporting Institutions under the Act and refined work processes pertaining AML/CFT compliance.
- Performed off-site surveillance to gauge reporting institutions' AML/CFT compliance level.
- Achievement – *Represented Malaysia in presenting Malaysia's AML/CFT Initiatives at Asia Pacific Group on AML/CFT (APG) Meeting 2005 in Cairns, Australia*

Executive –Liner and Logistic Business Unit (August 2004 – December 2004)

Malaysia International Shipping Corporation

- Conducted market intelligence on the liner and logistic businesses.
- Liner and Logistic Business Unit's (LLBU) focal point for internal and external inquiries.
- Established and maintained good working relationship with MISC agents' worldwide.
- Produced write-ups for MISC annual report, brochures, and website.

**Referees**

1. Azman Ahmad  
Former Group Divisional Director – Logistics and Support Businesses  
FGV Holdings Berhad  
*(Phone number upon request)*
2. Syahrilazli Mahammad  
Chief Corporate and International Officer  
Malaysian Communications and Multimedia Commission  
*(Phone number upon request)*