



**NASUTION SA'AD PUTRA BIN SA'AD**

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#### CAREER BACKGROUND

With more than 20 years of experience, I have served in some of Malaysia's finest companies, to the likes of PETRONAS, AirAsia, UM Land Bhd, Pelangi Berhad (KUOK Group/I&P Group), Iskandar Investment Berhad (a property arm of Khazanah Nasional Berhad), and a Saudi Arabian company, Al-Hidayah Group where I was the General Manager of Marketing/Sales and Regional Director for Middle East/Europe.

I have experience and expertise in the lines of Business Development, Real Estate, Free Trade Zones, Industrial Development, Project Management, Property Product Development, Hospitality/Tourism, Retail, New Business Joint Ventures, Business Expansion, Sales and Marketing, Government to Business Modules, Business to Business Modules, Business to Consumer Modules.

#### EDUCATIONAL BACKGROUND

**1995** : **Advance Diploma of Business Administration** (*Majoring in Hotel and Resort Development*), Royal Chartered Institute of London

**2020** : **Masters in Business Administration (International Business)** Anglia Ruskin University

**Certification** :

Construction Industry Development Board (M) – License (AL) 2005

Malaysian Institute of Marketing – Certificate (2006/2007)

#### EMPLOYMENT HISTORY

March 2018 – **PORT OF TANJUNG PELEPAS SDN. BHD. (a Member of MMC Group)**  
Current General Manager – Head of Government Liaison and Freezone

- **Business Development**
  - Ensuring Business continuity of Freezone Industrial Developments and Freezone Industrial Business
  - Seeking new business prospects to accommodate Freezone Industrial Area
  - Seeking new Business Opportunities to ensure Industrial Players within Malaysia and International have better business options in terms on cost effectiveness, location, less bureaucracy in cargo handling
  - Ensuring Business ventures enjoy best of policies when investing into Malaysia.
  - Total After Sales Services
- **Development**
  - To lead all government approvals with regards to total Free Trade Zone, Port Operations and Port Administrations
  - To ensure approval from all Government Agencies on land and development matters for all port initiatives
  - To maintain Government Stakeholder listing as a priority to all Port Initiatives
  - To be the bridge between Port Operators and Government Officials
  - Updating All relevant Government Stakeholders on latest development issues, development and future plans
- **Financial Fundings**
  - To discuss on financial aid available for Port initiatives from Government
  - Eyeing for tax-exemption opportunities for the Port and Investors are followed through and materialized
- **Loans, Grants and Government Backed payments**
  - To find avenues and discuss with Cabinet level initiatives on all financial planning for port operations
  - Sukuk Enrollment from Business to Public with Government Approvals via Central Bank / Ministry of Finance.
- **Main Functions**
  - Bridging relationships with Authority bodies with regards to industrial Free Zone land and port operational matters.
- **Achievements**
  - Brought in Daimler Malaysia into Malaysia from Singapore as Daimler Mercedes was looking into new location within South East Asia for their Business Expansion
  - Was able to entice Volkswagen Group to move their operations to Malaysia for Asia Pacific Parts Distribution Hub
  - Manage to persuade Ministry of Commodities to established Malaysian Cocoa Hub in PTP.
  - Manage to secure over RM2 billion SUKUK approval from MOF

- Manage to secure tax exemption for Machinery Import Duty for PTP Freezone for Port and Freezone Tenant. Records to date for Tax Exemption on Machinery Import Duty Tax Exemption is RM257 million since 2018
- Appointed as Special Logistics Advisor on Department of Standards Malaysia. Ministry of International Trade and Industry (MITI)
- Manage to assist MAERSK Malaysia Sdn Bhd to secure PDA licensing 1,2,3 and 4 (These licenses are usually given to political affiliated companies or Bumiputra status companies)
- Established Business relationships with Chamber of Commerce (AMCHAM, BRITCHAM etc.)
- Established Business relationships with Embassy Business Attaches
- Land Amalgamation of Port's Freezone Industrial expansion (SBKS) approval within 3 months of work. (New Record for Port of Tanjung Pelepas)
- Rebuilding lost relationships with Local and Federal Authorities in Malaysia
- Catalyst in Federal Government Projects initiation for Group Level business
- Close Relationships with Ministerial level positions, direct line instructions and telephone calls
- Involves directly in the 12th Malaysia Plan (2020 - 2025, Johor State level, Infrastructure Edition)
- Able to bridge a gap with the Government (Federal and State) for a lost relationship with more than 10 years unattended
- Port and Freezone Master Plan approvals and advisory

March 2014 – **ZHUOYUAN ISKANDAR SDN. BHD.**

March 2018 *Regional Manager – Malaysia / South East Asia*

- A project backed by Iskandar Investment Berhad and Zhuoda Group of China
- To lead and oversee all development matters with regards to High-End Luxury Condominium, The ParadisoNuova, at the MediniIskandar Malaysia, Nusajaya
- Heading the Subsidiary's total Property Marketing and Sales activities
- To lead and maintain the Subsidiary's Electronic Media and Marketing platforms
- To carefully select the correct Electronic Media advertising in targeting the right market segments
- To maintain the Subsidiary's website up-to-date with latest information and positioning
- A Group-wide Sales target of RM350 million for 2014 for all China, Malaysia, Singapore and Asia Pacific
- Achieved 2014 RM 80 Million sales target breakdown with a surplus of RM20 million, bringing a total of RM 100 million in actual sales for Malaysian Region in September 2014
- To manage sales, marketing, advertising and promotions in Malaysia, Indonesia, Japan, Korea, China and Singapore
- Manage the engaged agencies on their day-to-day performance
- Manage and maintain a wide and active agent network
- Achieve personal and team sales target set by management
- Identify and develop new business opportunities, Lead and Manage the Sales and Marketing team

- Assist in devising and implementing schemes to encourage agencies to sell company's property
- Reporting directly to the Group CEO and Board Members
- Regional Strategy Business Planning for year 2014
- Overlooking of marketing materials, Public Relations documents, story spinning
- Marketing Technical and strategy planning to further enhance sales by internal staffs and agencies
- Direct negotiations on all land and development dealings for future JV activities in Malaysia, Singapore, Indonesia for Zhuoda Group (Mother Company)
- Looking for avenues and business opportunities for new market potentials for current and future launches in Indonesia, Japan, Korea and China under the Zhuoyuanlskandar flag, to deviate from the Zhuoda flag, standing independently from mother company
- To better understand individual market sectors by nations, as to plan initial, medium and long-term plans for marketing activities.
- Marketing budget utilization, to enhance financial and expenditures for all market sectors
- Other Departments In-Charge – Customer Services, to plan and prepare for future activities of customer services, on-going preparations of new department and setting KPI's

March 2012 –  
March 2014

**AL-HIDAYAH DEVELOPMENT SARL**

Regional Director-Europe and Middle East

Head of Morocco Development :

- Project Tamesna : Responsible to finish MDH 1.5 Billion housing project consisting of Social, Economic and Medium to High End Residential
- Project Tamesna : Commercial Units as part of the MDH 1.5 Billion Housing Project
- Project Meknes : To Finish MDH 100 Million Nursing College and 1500 Bedded Student Hostel for University Mouley Ismail, Meknes
- To lead and maintain the Subsidiary's Electronic Media and Marketing platforms
- To carefully select the correct Electronic Media advertising in targeting the right market segments
- Project Management, Negotiations with Authorities, Joint Venture Partners
- Liaising with Authorities, Joint Venture Partners, Legal and Notaries
- Strategic Marketing Planning and Strategy Marketing Intelligence
- Liaise with Government Stakeholders on approvals for development and Advertising permits
- Land-Bank strategy planning, Marketing yearly planning
- Liaise with Corporate accounts on land-bank Joint Venture and Sales
- Direct liaising with property agents on land sales
- Bulk Property Sales to Corporate Clientele / Accounts
- Assisting foreign partners in securing financial aid from local financial institutions
- To lead and Manage a professional band of Marketing and Sales Personnel
- Risk Management for Group's Joint Venture activities, Setting up of Joint Venture Companies
- Leading the newly JV established property company between Tropicana Corp and

Al-Hidayah Group for Casablanca Waterfront. (Under master developer CDG Group)

Malaysia:

- Heading the Group's total Property Marketing and Sales activities
- Able to conclude a RM 1.3 billion land Joint Venture sales value within 3 months of service with total GDV Value of RM 18.5 billion worth of future development
- Strategic Marketing Planning and Strategy Marketing Intelligence
- Media Relations on all Al-Hidayah Group's related media activities – New Media and Website, Free Media Counter Spinning
- Re-Branding all Al-Hidayah Group's current product to market it better
- Liaise with Government Stakeholders on approvals for development and Advertising permits
- Land-Bank strategy planning, Marketing yearly planning
- Liaise with Corporate accounts on land-bank Joint Venture and Sales
- Able to close JV agreements 1st initial stage within 3 months of service with the company
- Able to finish an outright land building to 3rd party within 3 months of service with the company
- Overseeing international property sales of properties (Morocco)
- Joint Venture subsidiaries Marketing and Sales organizing
- Advising Joint Venture subsidiaries Companies on Marketing and Sales activities
- Direct liaising with property agents on land sales
- Bulk Property Sales to Corporate Clientele / Accounts
- Assisting foreign partners in securing financial aid from local financial institutions
- Preparations of Board Papers for decision making matters
- To lead and Manage a professional band of Marketing and Sales Personnel
- Risk Management for Group's Joint Venture activities
- Assisting Investors on construction activities for current market scenario
- Foreign Business Joint Ventures, Oman, Morocco and soon, Kyrgyzstan
- Setting up of Joint Venture Companies

January 2009 – **ISKANDAR INVESTMENT BERHAD (HEADHUNTED)**

June 2012 *Assistant Vice President, Sales and Marketing*

- Total management of Sales Unit under the Sales and Marketing Division, Manage Communications and External Affairs Department for Waterfront Development
- A total RM 2 billion KPI hit for 2011 (Zhouda Real Estate)
- Reporting Directly to Executive Vice President, Business Development
- Responsible for FDI and ROI on waterfront projects
- To lead and maintain the Subsidiary's Electronic Media and Marketing platforms
- To carefully select the correct Electronic Media advertising in targeting the right market segments
- To maintain the Subsidiary's website up-to-date with latest information and positioning
- Liaise, maintain and seek new opportunities on direct investments (Sales/JV) for Iskandar Waterfront projects

- Marketing and branding for waterfront projects
- Event management, marketing and corporate communication
- Stakeholders management
- Liaising with Foreign and Domestic Business Partners
- Liaising with Foreign and Domestic Government Administrative matters.
- Assisting, managing and liberalizing new ideas on Mammoth National Project for waterfront properties
- Liaising with Foreign and Domestic Medias
- Pricing strategy for current and future development
- Marketing strategy and Planning and focusing on concentrated and focus project
- Land Sales and Project Management and Sales Reports (Yearly, Quarterly, Monthly)
- Over-seeing targets and sales performance and Property Marketing
- Rentals and Leasing of commercial units
- To plan and execute marketing plans and strategies for the whole sales and marketing division.
- Intelligence Report and To set prices for current and future property launches
- Totally being given the opportunity by the CEO to run the Sales Department under the Sales and Marketing Division
- Advise on Legal matters for SPA, Deed of Mutual Governance, Rental and Lease Agreement for all waterfront property and products
- To plan and execute waterfront development projects.
- Total of 3 people reporting to current position as IIB acts as a Holding Company

January 2008 – **PELANGI BERHAD (Subsidiary of PNB Group) (HEADHUNTED)**  
January 2009 Assistant Manager

- Total management of Sales Unit (Central and Southern Region) under the Sales and Marketing Division.
- Reporting to CEO and General Manager
- Sales Reports (Yearly, Quarterly, Monthly) and Proposals matters and Over-seeing targets and sales performance
- Marketing properties
- Rentals and Leasing's of Commercial plots Plaza Pelangi, Sri Petaling, Pelangi Leisure Mall and Perling Mall
- To lead and Manage the Sales Department team to achieve a sales target of RM92.16 Million for the year of 2008 with a total sales unit of 320
- To plan and execute marketing plans and strategies for the whole sales and marketing division
- Marketing Intelligence Survey of competitors and pricing and To set prices for current and future property launches
- Monitor on sales target and marketing activities.
- Manage to super-ceed 2007 total actual sales by middle May 2008 (Actual units sold as of June 2008, 179 units of properties worth RM 50.149 Million)
- Able to bring a group of people with different backgrounds and believes to work together in a group to achieve goals

- Totally being given the opportunity by the CEO to run the Sales Department under the Sales and Marketing Division
- Total of 15 people reporting to the post. Responsible for 3 property residential townships (Taman Perling, Taman Rinting and Taman Pelangi Indah)

January 2005 – **UM LAND BERHAD (HEADHUNTED)**  
January 2008 *Sales and Marketing Senior Executive*

- Reporting direct to the Assistant Vice President
- A personal record of RM 200 million in a single SPA for Ministry of Higher Education for the establishment of UniKL, UiTM and MRSM Johor Bahru
- Total Sales Value of RM 450 million in total KPI for 3 years
- To oversee the overall sales of Land, Commercial and Residential Units.
- Updating of monthly reports for meetings, presentation, filing and market surveys
- Meetings of deadlines on reports, sales status, business plans, future planning schedules
- Customer PR, services
- Updating on marketing tools
- Updating on opposition's marketing strategy
- Utilizing on marketing tools of ways to market products
- Manpower optimization
- Marketing of products and feedback on demands
- Preparations for Launches and Company Sales Events

August 2003 – **AIR ASIA BERHAD (PERSONAL)**  
December 2004 *Buyer*

- Overall inventory and warehousing management, involve in purchasing contracts
- Billing, purchase order and invoices management, Cash management on in-flight sales items
- Duty free in-flight management, involve in price control and negotiations with suppliers / vendors
- Seeking sponsorship for company's activities from vendors
- Monthly stock audit and purchasing reports
- Inventory management

July 1998 – **KGRP – Subsidiary of PETRONAS (PERSONAL)**  
August 2003 *Project Executive*

- Operational costing activities within department marks its target of 43% for development of Desa Rantau PETRONAS (Housing, Golf Club, Main Office) under PETCON (PETRONAS Constructions)
- Operational training conducting sessions on equipment usage, safety and quality on products and services
- Organizing a Departmental with minimal manpower where total manpower optimization practice is upheld to the utmost importance

- Negotiation on pricing on supplies, credit terms, supplies and purchasing payments term contract

#### CURRENT & EXPECTED SALARY

- Current – RM 22,783.00 + Fixed Car Allowance RM3,750 + (5 Months Performance Bonus for the past 3 years) + Mobile Phone Allowance + Full Medical Benefits + Malaysian Public Retirement Scheme (EPF) 12% Company Contribution
- **Expected**
  - **RM 40,000.00 per month basic** (*Non-Expatriate positions*) *Negotiable*
  - **RM 50,000.00 per month basic** (*Expatriate Positions*) *Negotiable*

#### REFERENCES

Name : **Yg. Bhg. Dato' Wan Abu Bakar Wan Mohamed**  
Position : Group Executive Chairman (Al-Hidayah Group)  
Profile : Former Deputy Minister of Finance, Defense and Human Resources  
Mobile No. : Upon Request (*due to privacy as former deputy minister position*)

Name : **Yg. Bhg. Tn Hj Adlan Ahmad**  
Position : CEO, Hidrogen Business PETRONAS  
Mobile No. : +6012-366 9108  
Profile : Former Group COO at Iskandar Investment Berhad

Name : **Yg. Bhg. Cik Noor Afidah Binti Md Alyas**  
Mobile No. : +6017 -372 9645  
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Profile : Former Human Resource Head at Iskandar Waterfront Development