

HEATHER LIM WAN SUEN (FCCA)

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EXECUTIVE SUMMARY

A financial professional with 24 years of experience in finance operations management across diverse industries, including media, digital business, advertising, IT, film investment, production, distribution, property development and construction and financial services. As a Fellow of the Association of Chartered Certified Accountants (ACCA) and a Chartered Accountant certified by the Malaysian Institute of Accountants (MIA), I possess a proven track record of driving revenue growth, optimizing OPEX, and leading strategic financial planning.

I am adept at risk management, process improvements and project feasibility studies. My leadership experience spans multi-regional financial operations, ensuring regulatory compliance and financial efficiency. I bring a forward-thinking approach to financial management, with a strong interest in leveraging AI for business innovation and navigating the complexities of the modern business landscape.

FUNCTIONAL EXPERTISE -----

- Revenue Growth/OPEX Management
- Financial Planning & Budgeting
- Accounting/Financial Reporting
- Process Improvements
- Project Feasibilities Studies
- Risk Management

FUNCTIONAL EXPERTISE DEMONSTRATED -----



AQUILA Education
December 2023 – Current

Head, Finance

Establish and manage finance and accounting functions for regional group accounts with consolidated ultimate holdings in Singapore. Ensure accurate financial reporting and compliance with regulatory requirements across subsidiaries. Oversee critical aspects such as financial planning, contract review, budgetary controls, treasury management, tax planning and forecasting.

- **Regional Group Accounts with Consolidated Ultimate Holdings in Singapore:** Established and managed finance and accounting functions for regional group accounts, ensuring accurate consolidation for ultimate holdings in Singapore.
- **Regional Taxes:** Reduced tax liabilities for companies across Southeast Asia by implementing tailored tax optimization strategies and ensuring compliance with local regulations.

- **Creating Financial Policies Tailored to Local Country Practices:** Developed and implemented financial policies across Southeast Asia, resulting in an increase in operational efficiency and full compliance with local accounting standards.
- **Managing Forex for Companies Using Different Currencies:** Implemented foreign exchange risk management strategies that minimized currency fluctuations and reduced conversion losses.
- **Financial Set up for New School in Southeast Asia:** Established comprehensive financial frameworks for new school ventures across Southeast Asia, improving budgetary alignment and achieving reduction in overhead costs.
- **Overseeing Financial Departments:** Led and aligned financial departments across multiple business units, increasing cross-unit collaboration and improving overall financial performance.
- **Cash Flow Planning Across Business Units in Different Countries and States in Malaysia:** Streamlined cash flow planning and forecasting for multi-location business units, ensuring optimal liquidity.



ASTRO

October 2010 – November 2023

Head of Finance

Reported directly to the CEO on all financial, accounting and tax compliance matters. Prepared board presentation slides, attended quarterly board meetings and provided financial advisory to the Board.

Led the establishment and management of finance and accounting functions for subsidiaries, with operations across Southeast Asia, overseeing critical aspects such as financial planning, contract review, budgetary controls, treasury management, tax planning and forecasting. My expertise spans diverse business segments, including content delivery across print, digital, TV screens and ground events. I have also spearheaded operations for a social live streaming app, movie/film producer, movie marketing and distribution for the local and regional.

Notable deliverables and achievements include:

- **Revenue Growth/OPEX Management:** Performed periodical review with management teams on actual performance to-date. Strategically aligned revenue processes post-Sales & Service Tax introduction, eliminating revenue leakage. Led dispute resolution, securing full movie grant payment from Finas through the accurate computation of QMPE (Qualifying Malaysia Production Expenditure) which facilitated funding for local movie productions.
- **Financial Planning & Budgeting:** Enabled real-time financial forecasts for proactive business decision-making and performance gap closure. Discussed and established action plans with various Head of Departments, updated forecast and monitored business progress accordingly. Demonstrated exceptional proficiency in financial forecasting, consistently

achieving a close alignment with actual figures, with a variance of +/-10% which has facilitated accurate planning and decision-making processes at the organizational level.

- **Accounting/Financial Reporting:** Preparation of statutory accounts. Ensure financial integrity through high-accuracy reporting, policy compliance and zero audit findings. Implemented sound internal controls, policies and procedures of the company and regulatory requirements.
- **Process Improvements, Resource Optimization & Automation:** Spearheaded initiatives to optimize resources and automated processes in daily finance operations, fostering streamlined workflows and a significant reduction in required manpower.
- **Project Feasibilities Studies:** Performed feasibility studies on ad-hoc projects/potential investments, projecting revenue and determining cost effectiveness of movie/film investment returns, potential impacts to company's cashflow and its tax planning. Negotiated commercial terms with co-investors, co-producers, film marketers, distributors and service providers.
- **Risk Management:** Identified key risks and challenges in meeting revenue and profitability targets. Conducted commercial contract reviews to optimize business outcomes. Monitored revenue growth pattern, provided recommendations and created immediate action plans in managing the business such as pivoting new business division into event management team, re-aligned budgetary items to meet company's targets.



IBM (MALAYSIA) KLCOE CENTRE
January 2008 – September 2010

Staff Financial Analyst

Prepared and consolidated budgets for ANZ and ASEAN regions, ensuring sustainable budgeting and maintaining costs within budget.

- **Financial Planning & Budgeting:** Consolidated ANZ and ASEAN budgets, fostering sustainable cost containment and enabling reduction in unnecessary expenses through cross-functional collaboration and in-depth financial analysis.
- **Revenue Growth/OPEX Management:** Monitored and approved business operating expenses, processed cost recoveries and ensuring consistent profitability across multiple projects.
- **Process Improvements:** Contributed to Lean 6 Sigma initiatives, enhanced non-labour cost recoveries and improved forecast accuracy, contributed to streamlined project management.



CREST BUILDER

August 2005 – January 2008

Accountant

Analyzed and processed project claims and prepared financial statements for the company. Served as a key member of the risk management committee, identifying and mitigating potential risks.

- **Accounting/Financial Reporting:** Prepared Group Management Reporting and designed an optimized reporting format, improving functional result evaluations and increasing reporting accuracy.
- **Process Improvements:** Designed and implemented group operating policies, strengthening internal controls, corporate governance and achieving reduction in operational inefficiencies.
- **Risk Management:** Identified and mitigated group principal risks, reducing risk exposure and maximizing growth opportunities through strategic risk management.



HONG LEONG ASSURANCE BHD

December 2004 – August 2005

Finance Reporting Executive

Prepared monthly management reports, consolidation packages and board papers, ensuring accurate and timely submission of Bank Negara Malaysia (BNM) Returns, which facilitated full regulatory compliance.



CHEP (MALAYSIA) SDN BHD

August 2003 – December 2004

Accounts Executive

Prepared accurate financial statements and management reports, supported financial planning initiatives and maintained optimal company cash flow. Liaised with auditors and tax agents to ensure smooth audits and tax compliance.



JADE RIDGE GROUP OF COMPANIES

June 2000 – March 2003

Accounts Executive

Prepared financial statements and management reports, improving financial accuracy. Managed quotations, purchase orders, invoicing and credit control, reducing overdue payments. Liaised with auditors and tax agents for successful audits.



T.C.LIEW & CO

January 1999 – June 1999

Audit Trainee

Assisted in auditing financial statements, ensuring 100% compliance with auditing standards.
Prepared accurate tax computations.

QUALIFICATIONS -----

ACCA - FTMS School of Professional Accounting & Finance, Kuala Lumpur. Passed all ACCA papers in one sitting, demonstrating commitment, technical expertise and strong foundation in accounting and financial management.

Diploma in Accountancy - Ungku Omar Polytechnic Perak. Graduated with a CGPA of 3.89 and a perfect GPA of 4.00 in the 3rd Semester, reflecting academic excellence and a strong grasp of accounting principles.

OTHER RELEVANT INFORMATION -----

Professional Memberships:

- Member, Association of Chartered Certified Accountants, United Kingdom ("ACCA") since 2004.
- Fellow, Association of Chartered Certified Accountants, United Kingdom ("ACCA") since 2009.
- Chartered Accountant, Malaysian Institute of Accountants ("MIA") since 2005.

Languages:

- Spoken Language: Fluent in English, Malay, Mandarin and Cantonese.
- Written Language: Proficient in Malay, English and Mandarin.

PROFESSIONAL REFERENCES -----

Syamil Fahim Mohamed Fahim

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