



Shane 'Sharain' Shahrudin

Consultant

//Digital Transformation

//Change Experience

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ABOUT ME

PowerPoints to burpees

A digital transformation consultant that aspire to implement changes in companies through technology while ensuring the inclusivity of human touch in the process.

Experienced in large scale digital transformation strategy and change management implementation across various verticals: public sectors, telco, oil and gas, retail and services, banking, financial sectors and insurance.

Also, a fitness enthusiast.

PROFESSIONAL EXPERIENCE

SR. BUSINESS STRATEGIST

DIGITAL TRANSFORMATION & STRATEGIC GTM PROGRAMME

MAXIS, KUALA LUMPUR, NOV 2022 - PRESENT

- Keeping abreast of the global digital trends for seven (7) verticals to ensure possible implementation of technology for 256 high-potential customers.
- Determining the digital area of play which translates into Maxis penetration strategy for 14 strategic customers; 40 growth customers that include Fortune 500 companies.
- Transforming the client's digital needs by applying Maxis core products and services to these customers while developing the program for initiating partnerships with other companies where Maxis is less prominent (i.e., robotics and AI).
- Planning and execute digital products & services GTM (go-to-market) while taking into consideration business requirements, branding, and customer experience.
- Working with the customer's internal team to provide additional value through change management advisory services results in building a better customer experience and relationship.

SENIOR MANAGER

DIGITAL TRANSFORMATION & CHANGE EXPERIENCE

EY, KUALA LUMPUR, FEB 2021 – NOV 2022

- Led the digital economy stream in a national level digital transformation strategy for Malaysia in positioning it as a leading digital capital in Southeast Asia. [\[whitepaper\]](#)
- Led the digital transformation strategy for a Vietnamese conglomerate in streamlining 5 of their subsidiaries resulting in better alignment and reducing clients 'project implementation time by 20%.
- Led the change experience team in a delivery project for a Malaysian utility company and successfully identifying customer pain points and needs resulting in 15% app adoptions.
- Developed and implemented a talent and benefit strategy for a government agency, ensuring a skilled and adaptable workforce and competitive compensation.

SKILLSETS

Management Consulting

Change Management

Business & Digital Strategy

Project Management

Business Development

LANGUAGE

English

Bahasa Malaysia

Japanese

MANAGER

GROWTH STRATEGY – TRANSFORMATION & CHANGE

GROWTHOPS, KUALA LUMPUR, JAN 2019 – FEB 2020

- Led change management engagements across six countries, delivering complex change activities tailored to the regional audience in Australia, New Zealand, Malaysia, Brunei, Singapore, and the Philippines.
- Led the development of a digital transformation strategy for a prominent building materials supplier, focusing on marketing automation through the implementation of marketing stacks.
- Led a digital transformation strategy project for a well-known organic groceries' provider in the Philippines involving the front and back offices, while working with Adobe and NTT Data as technology partners.
- Led the formulation of its agents and customer journey for a leading insurance provider through customer journey optimization and the introduction of CRM to map the data.

CONSULTANT

DIGITAL AND EMERGING TECHNOLOGY

PWC, KUALA LUMPUR, FEB 2017 – JAN 2019

- Led the application sub team (in technology) which focuses on consolidation, removing and introducing applications in client's application ecosystem during a digital transformation roadmap for a ministry in Malaysia.
- Worked together with the infrastructure sub team (under technology) in ensuring the application introduced may be supported by the implemented private and hybrid cloud.
- Consolidated the overall report while becoming the junior sounding board for the solutions shared across the people, process and technology are executable and sensible.

SENIOR BUSINESS ANALYST

FINANCE DIGITAL TRANSFORMATION

PETRONAS, KUALA LUMPUR, SEP 2013 – FEB 2017

- Led the GST implementation for the Trading Risk Management System (TRMS) that are used across 3 countries: Malaysia, UAE and UK while balancing the complexity of requirements and short implementation timeline.
- Worked with technical solution implementer and appointed tax consultant in defining the requirements outlined by the government while seeking advice from Singapore counterpart.
- Organised the necessary testing and training required before system handover to ensure high user adoption.
- Worked with the Downstream VP office in building a dashboard that acts as a single source of truth for decision making where it marries data from upstream, midstream and downstream.

CERTIFICATION & LICENSES

- Google Cloud Big Data and Machine Learning Fundamentals issued by Google
- Certified Scrum Professional (CSP)
- Google Analytics Individual Qualification issued by Google
- Enterprise Design Thinking Practitioner issued by IBM
- Six Sigma White Belt Certification
- Change Management for Organization - Driving strategic result issued by NASBA
- Security ++ issued by CompTIA
- ACE Personal Trainer: Certified Personal Trainer issued by ACE

BUSINESS ANALYST SYSTEM INTEGRATION

ACCENTURE, KUALA LUMPUR JUN 2012 – SEP 2013

- Worked on the requirement gathering for the front office in developing the business requirement for the CRM implementation.
- Configured the technical specification of the business requirement in the CRM system through programming language specific to Oracle (Siebel)
- Collaborated with other technical teams during integration test to ensure proper data flow from front office to the back office to ensure completeness of transaction.
- Led the testing and training unit for front office to ensure client acceptance.
- Acquired above average rating as an analyst within the first performance cycle.

OTHER EXPERIENCE & PASSION

PART TIME COACH FUNCTIONAL TRAINING & PERSONAL TRAINER

F45 TRAINING, KUALA LUMPUR, NOV 2022 - PRESENT

- As a Functional Training Coach at F45 Training in Kuala Lumpur since February 2023, I lead dynamic workouts, ensuring proper form and technique while motivating participants of all ages.