

MOHD FAISHAL DATUK KASSIM

Contact

Address

Puchong

Phone

+6012 9116406

E-mail

kassimmohdfaishal@yahoo.com

Socmed

LinkedIn - mohdfaishalkassim

Skills

Corporate Communications

Stakeholder Management

Business Strategy & Sales

Operations & Solutions

Languages

Malay: Native language

English C2
Proficient



Close to 30 years of experience in defining and developing strategic initiatives, from operations, sales, business development, business strategy, and sales planning to marketing and promotion campaigns with tactical lead, to manage and grow the business in line with the company strategic goals and objectives. Over 15 years of managerial experience with the last 7 years in a senior management role and at Board level. Leading a multi-cultural, multinational team of in-house logistics executives serving various industries, customers, vendors, and partners, overseeing the business division with responsibilities covering end-to-end logistics products and services offerings. Extensive contacts with local and international customers and vendors across major industries and markets.

Work History

2024-01 -
Current

Group General Manager Business Development

Johore Land Group (Damansara Holdings Berhad)

- Reporting to the Group CEO and responsible for overall total group business and sales of Integrated Facilities Management services

2023-01 -
2023-12

Chief Commercial Officer (Dubai Office)

World Cargo Airlines

- Reporting to the CEO of Malaysia, the role is to develop and grow the current Cargo Business and develop new business within the scope of Aviation and Cargo operations for Middle East
- Supporting the group Business Development in developing Cargo services cross region from Asean region to middle east and Africa market.

2021-12 -
2022-12

Chief Commercial Officer

SFS Malaysia Sdn Bhd (subsidiary to SSRV Sdn Bhd)

- Reporting to the Chief Executive Officer, the role is to start and build a new set-up for the Group on Logistics Business including developing a new business stream through M&A
- Support the newly set-up Marketing unit on Branding Transformation.

2019-01 -
2022-11

Group Head, Sales & Business Development (Senior Vice President)

Pos Malaysia Berhad (a member of DRB Group of Companies)

- Reporting to the Group Chief Executive Officer of Pos Malaysia Berhad (GCEO), the role manages and oversees the overall strategy and growth plan of the Commercial function of the Group's services (mail, retail, courier and international business, Logistics, Aviation, and other support services)
- The role includes the development and implementation of end-to-end service and product offerings to all Customers from eCommerce to Retails and Government sectors across all industries to support the businesses within the group.

2015-12 -
2019-05

General Manager Sales & Business Development

Swift Logistics Berhad

- Opportunity to be part of the Senior Leadership Team and members of the Board, my primary responsibility is to develop a Business Development unit for SWIFT with objectives to push for a direct Sales and Revenue and P&L for the Company that includes Warehouse, Haulage and the newly created Trucking division.

2014-06 -
2015-12

Senior Manager Logistics Solutions

DHL Supply Chain Malaysia

- Taking up the key roles and key leads in providing effective Transport Solutions for the DHL SC and working hand in hand with the Business Development Team and the Asia Pacific Regional Key Accounts Team with the objectives to secure key Contract Customers in Malaysia.

2013-04 -
2014-06

Senior Manager Sales & Business Development

Konsortium Logistik Berhad (KLB)

- Played a key role in supporting Sales and Business Development for KLB and part of the Transformation team to lead and streamline the business structure and direction from a forwarding focus to Total Logistics services.

2010-06 -
2013-04

National Distribution Manager

Nestle Malaysia Berhad

- Manage a 24hrs total distribution activities to support all Factories and Distribution Center with on-time collection and deliveries and ensuring Cost is within the budget at all time

2004-08 -
2010-06

Senior Manager Logistics Operations

L'Oreal Malaysia

- Managing total operations (transport and warehouse) with key service providers. Responsible of cost control and service efficiency with strategic initiatives for a better solution at a competitive cost. Work closely with commercial team on Promotion support and Marketing plan includes on co-packing activities.

1999-11 -
2004-08

Logistics Manager

Reckitt Benckiser Malaysia

- Developed overall strategy of total Logistics Operations in managing the 3PLs assigned with the objective of better service and better cost control. Strongly responsible for managing the promo activities and supply planning support.

1994-04 -
1997-08

Transport Executive

Felcra Niaga Berhad

- Manage and coordinate all orders and route plan activities of distributions from Felcra Plant to all Refineries (Customers) accordingly.

Education

1989-05 -
1993-05

Bachelor's degree in business administration - Logistics & Transport

*University Institute Technology of Mara (UITM) - Shah
Alam, Malaysia*

Personal Information

- Place of Birth: Kuala Lumpur
 - Date of Birth: 08/21/71
-

Activities And Recognition

- Representing UITM for Hockey Team and played in inter-university games for 2 years.
 - Awarded Best Innovative Ideas & Solutions for the Year 2007 from L'Oreal Global Supply Chain for an Idea that helps reduce RM1 million a year of cost savings initiatives by improving POSM deliveries and storage solutions.
 - Elected as a Board Member of Pos Logistic Berhad (a subsidiary of Pos Malaysia Berhad) and help Pos Logistic to reduce its cost in 2020 for almost 30%.
-

References

Available upon request.

Interests

Strategy and Creating Opportunity for Business

Reading, Travelling and Play Sports

I love to see the world, seeing new culture, and explore different food gastronomies. I love reading, and keeping a healthy lifestyle. I love playing all kind of sports especially badminton.