

Azrudyn Rashid

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Dynamic, decisive and well-rounded Chief Operating Officer with 25 years of corporate experience and expertise, having headed key portfolios in both the government and private sectors, ranging from real estate, oil and gas, consumer goods, banking and technology services. Have also lead start-up companies from idea generation, business development, obtaining funding, to successful commercialization and operations.

Experienced in finding innovative ways to grow revenue, reduce cost and increase margins. Well-versed in managing multi-million budgets with full P&L responsibility, negotiating high-level agreements and building lasting relationships with vendors, clients and partners.

Drives impact to business direction and performance with successful leadership strategies, tactical decision making and forward-thinking approaches, while promoting operational streamlining improvements, market expansion and positive corporate culture as keys to success.

Have managed business transformation projects with high success rate. Exerts confidence with strong communication skills and business acumen. Proficient in Enterprise Resource Planning (ERP), digital marketing, customer self-service and smart automation applications, with strengths in strategic business development, financial management, planning and execution, backed by qualification in accounting and financial analysis.

Results oriented leader, eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to continuously learn, grow and excel.

Core Skills

Stakeholders management	<div></div>	Good
Business strategy, development and planning	<div></div>	Good
Financial analysis and management	<div></div>	Excellent
Transformation program and project oversight	<div></div>	Excellent
Business process re-engineering	<div></div>	Good
IT systems and infrastructure	<div></div>	Excellent

2019-10 - Current

Group Chief Operating Officer, Asset Management

UDA Holdings Berhad, Kuala Lumpur

- Provide business strategy, operational and budgetary oversight for 3 business divisions (Malls, Hotels & Facilities Management) across 18 locations, with assets under management valued at RM1.2 billion.
- Lead team of 6 senior management members, reporting to Group CEO.
- Manages over RM150 million in annual business, delivering average asset nett yield of 5% and improving margins and cash position by 30%, with new product offerings and effective cross marketing and sales. Delivered year-on-year growth of above 20% in the past 4 consecutive years.
- Lead team to propose and obtained approval from Board of Directors to purchase and operate a new hotel and mall valued at RM400 million.
- Oversee business-wide changes to refine organisational structure, streamline procedures, adopt new systems and implementing energy saving initiatives, reducing cost by more than 20%, while maintaining Mall and Hotel average occupancy at above 80% and 40% respectively, even during Covid-19 pandemic in 2020 & 2021.
- Nominee board member for 17 subsidiary and associate companies.

2013-10 - 2019-09

Head of Group Shared Services

UDA Holdings Berhad, Kuala Lumpur

- Provided strategy roadmap, operations and budgetary guidance for 4 departments (IT, Digital Marketing, General Procurement and Process Governance)
- Managed an annual operational budget of RM6 million for the Group, in support of 4 core business divisions (Property Development, Malls, Hotels & Facilities Management).
- Developed a 5-year IT Blueprint and implemented new core systems, infrastructure and support services across 20 sites and 1,000 users at a total capital expenditure of RM10 million, reducing IT annual per user operational expenditure by 40%.
- Headed the re-engineering and streamlining of core business and procurement processes, resulted in estimated annual cost reduction estimated of RM20 million.
- Ensured annual ISO 14001 and ISO 37000 certifications are obtained for the Group.
- Increased digital presence and leads generation by 5 folds for the Group via centralised digital marketing initiatives.

2012-02 - 2013-08

Business Transformation Advisor

NBO Leadership, Kuala Lumpur

- Conducted business process, organisation and technology review and provided improvement recommendations for operational areas of Finance, Procurement, Human Resource and Corporate Services of a Shared Services organisation.

- Worked closely with management to maintain optimum levels of communication and to identify organisation's vision, mission, core values, key objectives and required transformation initiatives.
- Provided 6-12 months implementation plans and guidance to 8 client project team members for the transformation initiatives. Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Transformation initiatives were delivered on-time and on-budget, eliminated redundant operational work processes and reports, by which reduced processing time by an average of 40%.

2010-11 - 2011-10

Program Manager

BHP Billiton, Singapore

- Program managed the implementation and enhancement of an SAP Enterprise Resource Planning (ERP) system, consisting 5 projects running concurrently.
- Projects involved SAP modules related to taxation, commodity trading, financials, supply chain and sales & distribution. These are part of a global system template, based on standard design and infrastructure.
- Concurrently managed the software platform version upgrade.
- Worked closely with 6 project managers (all in different regions) and ensured projects were delivered on-time and on-budget.

2006-09 - 2010-08

Chief Operating Officer

Aldwich Infotech, Kuala Lumpur

- Provided business strategy, operational and budgetary oversight for the entire company, from start-up to successful operations.
- With 25 personnel, the company provided self-service terminal (auto teller machine, cash deposit machine, cheque deposit machine, statement printer, kiosks) end-to-end outsourcing services (lease, operate, maintain) to banks and other financial institutions.
- Secured and managed a RM120 million 5-year outsourcing contract to lease, operate and manage 600 self-service terminals nationwide for a leading Islamic Bank in Malaysia.
- Secured RM40 million project financing facilities within the 1st year of the company operations.
- Led business development, strategic partnership and core banking capability building initiatives in Malaysia and the ASEAN region.
- On a part-time basis, assisted a biotechnology start-up company in obtaining funding of RM10 million for the commercialization of a probiotic product.

2005-02 - 2005-12

Head of Application Services

British American Tobacco, Kuala Lumpur

- Reported to the Global Head of Application Services, oversaw an organisation consisting 200 project and support personnel.
- Led the provision of IT application implementation and support services for 27 end markets (countries), involving a total of approximately 6,000 end users, across the Asia Pacific region.

- Ensured the adoption of a standard global template system design, applying statutory related customisations where required.
- Responsible for an annual budget of USD30 million per annum. Achieved average per user cost savings of approximately 23% per annum via volume procurement and outsourcing.

1994-10 - 2005-01

Consultant & Project Manager

Accenture, Shell, PwC, Kuala Lumpur

- Program managed the implementation of Lembaga Tabung Haji IT blueprint, starting with 4 core systems (depository, hajj management, HR and property management), impacting 4 departments and more than 1,000 users, across 136 branches nationwide and 3 branches overseas.
- Project managed the deployment and technical support capability development of Ministry of Education of Malaysia's Education Management Information Datawarehouse and Executive Information System.
- Project managed the design, build and operation of a Shared Services Outfit (SSO) for the Malaysian Government, consisting a centralized helpdesk, a common data center, an enterprise system management tool, a single managed wide area network and internet gateway for Putrajaya.
- Project managed the roll-out of an SAP/R3 system for 6 ExxonMobil Malaysian subsidiaries, as part of ExxonMobil's Southeast Asia SAP/R3 regional roll-out involving Malaysia, Singapore and Thailand.
- Project managed the Implementation of an SAP/R3 system for Johor Corporation.
- Led the financial module teams in the SAP/R3 system implementations for Shell Malaysia downstream business, P.T United Tractors Indonesia and KLIA Berhad.

Trainings and Certifications

- Various CIO, Business Transformation & Property Management workshops and conferences
- Senior Leadership Development Programme
- Effective Coaching and Mentoring
- 6-sigma Yellow Belt Certification
- Value Driven Programme Management
- EProcess: Realizing the Value of eCommerce
- Business Solution Implementation Methodology
- Behavioural Interview Training
- Consulting Skills Development Programme
- SAP R/3 Financials, Supply Chain & Data Analytics Training Series

Education

1991-09 - 1994-06	Bachelor of Science (Honours): Accounting & Financial Analysis <i>University of Warwick - Coventry, UK</i>
1989-08 - 1991-06	A-Levels: Accounting, Economics And Mathematics <i>Cambridge Tutors College - London, UK</i>
1984-01 - 1988-12	Sijil Pelajaran Malaysia: Social Sciences <i>Malay College Kuala Kangsar - Perak, Malaysia</i>

Interests

- Home decor and DIY
- Leisure running and exercise
- Travelling
- History
- Innovations

Referrals

- Engku Ahmad Kamel (ex-Shell Manager, ex-PWC Senior Manager, ex-Aldwich infotech CEO, currently Director, Iskandar Region Development Authority) – H/P: +6012-316 5029
- Lim Beng Choon (ex-Accenture Country Managing Partner) – H/P: +6012-289 3397
- Muhd. Azanuddin Salleh (ex-Bernas Head of Finance, currently CEO SIRIM QAS) – H/P: +6012-382 7078
- Geoffrey Pong (Partner, Accenture) – H/P: +6012-218 2200
- Zainal Khalid (Partner, NBOLeadership) – H/P: 6012-345 8898
- Raja Azmi Raja Nazuddin (ex-CFO UDA Holdings Berhad, currently COO Malaysian Aviation commission) – H/P: +6012-3036717
- Mohamed Faizal Kasim (Company Secretary, UDA Holdings Berhad) – H/P: +6012-211 1080