

AHMAD AZIZUL MASHUD

Vision:

To increase the company revenue and maximizing profit by improving the operational efficiencies and maximum utilization for the available resources.

Keys of success:

- Integrity & Ethics
- Leadership
- Teamwork
- Training
- Recognition
- Communication
- Continuous Improvement



CONTACT INFORMATION

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CAREER OBJECTIVE

To find a challenging position to meet my competencies, capabilities, skills, education and experience.

PERSONAL INFORMATION

NAME : AHMAD AZIZUL MASHUD
MARITAL STATUS : MARRIED
GENDER : MALE
DATE OF BIRTH : 25th August 1977
NATIONALITY : MALAYSIAN
LANGUAGES : BAHASA MALAYSIA & ENGLISH

PROFESSIONAL EXPERIENCE

Koperasi Kakitangan PETRONAS Berhad (Head of Operation & Sales)

DATE Joining: March 2020 to Current

Working Description

Heading and in-charge of F&B & Travel and Leisure Division.

- Overseeing 214 staff for F&B Division whole Malaysia to ensure top quality services offer to client
- Overseeing and motivate 69 Sales staff from F&B and T&L to ensure target achieved
- Presenting monthly and quarterly performance to board of directors and attending various management meeting in monthly basis
- Leading in preparing yearly business plan for upcoming year and CAPEX to be present to board of directors
- Reporting direct to CEO of the Koperasi Kakitangan PETRONAS Berhad (Kopetro Berhad)
- Leader for trade mission to Foodex Japan and Musiad Expo Turkey in 2024
- Develop new sales and marketing strategies to ensure in-line with organization vision and mission
- Representing CEO to high level engagement with various organization internal and external parties
- Involved in business restructuring within the organization to ensure sustainability in the current market business and flow

Koperasi Kakitangan PETRONAS Berhad (Head of Department)

DATE Joining: February 2013 to February 2020

Working Description

Heading and in-charge of Production House and Develop New Product.

- In-charge one of the company subsidiaries named Kopetro Food Sdn Bhd where doing production factory that produces various type of food such as hot food, RTE, catering, wedding and OEM product to companies.
- Overseeing more the 50 staffs from different department from Sales and Banquet Department, Kitchen Production and Admin Department
- Doing and presenting quarterly performance to board of directors and attending various management meeting in monthly basis
- Handling and doing yearly business plan for upcoming year and CAPEX to be present to board of directors
- Reporting direct to CEO of the Koperasi Kakitangan PETRONAS Berhad (Kopetro Berhad)
- Monthly presentation to KOPETRO Board Of Directors
- Plan and presenting yearly budget and business planning
- Heading the HALAL, HACCP and other certification council
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities

Real Food Company (Manager) – Hypermarket Division
DATE Joining: January 2011 to January 2013

Working Description

Reporting direct to CEO on sales production and sourcing for new business and market.

- In-charge doing marketing and promotion for Hypermarket and product listing
- Working closely with hypermarket buyer and store manager on promotion and other pricing
- Regular visit to all hypermarket account whole Malaysia
- Doing daily briefing for the Hypermarket team
- Present daily sales report to CEO on promotion and other issue arise
- Experience in setting up Mini Market and Product Listing
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the senior management level as it motivates me to move forward
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities

Doubletree by Hilton Kuala Lumpur (Senior Sales Manager) – Pre opening
DATE Joining: February 2010 till December 2010

Working Description

Assisting the Assistant Director of Sales to secure new sales business and promoting new hotel to the market.

- Pre opening team and in-charge in doing marketing and promotion for the new hotel
- Doing conference and banqueting package for the new hotel
- Research from external and internal of how to improve the hotel standard and marketing tools
- Doing daily briefing for the department
- Doing daily sales call to promoted the new hotel in the market
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the senior management level as it motivates me to move forward
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision

HOTEL EQUATORIAL KUALA LUMPUR (Business Development Manager cum Banquet Manager)

DATE Joining: February 2009 till February 2010

Working Description

Heading the Banquet Sales Department and the main objective are to secure new banquet sales business and also overall in-charge of Banquet operation

- Heading the Banquet Sales Department and report directly to General Manager and Director of Food & Beverage
- Attending the management meeting monthly basis to report of department performance and also doing MOR report for Banquet Sales Department
- Assisting Director of Food & Beverage in F & B outlet daily operation
- Supervised 5 Banquet administration staff and also 10 Banquet operational staff
- Selling & providing services to customer in order to gain new business to the hotel
- Assisting to do Rooms selling for Sales & Marketing Department
- Doing yearly budget and 6 months forecast for Banquet Department
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the senior management level as it motivates me to move forward
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities
- In-charge of Outside Catering services of the Hotel & other events

HOTEL MAYA KUALA LUMPUR (Senior Sales Manager)

DATE Joining: August 2007 till January 2009

Working Description

Handling Banquet & Other Event of the Hotel & Looking for New business for the Hotel

- Holding major account during my working period working in Hotel Maya such as UNHCR, Banking Industry and Automotive Industry
- Selling & provided services to customer in order to gain business to the hotel
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the management level and it motivate me to move forward
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities
- In-charge in Catering services of the Hotel & other events

HOTEL EQUATORIAL KUALA LUMPUR (Banquet Sales Manager)

Date Joining: September 2004 till July 2007

Working Description

Doing Banquet Sales & Handling Hotel Event & Sourcing for New business for the Hotel

Experiences Gained:

- Assisting in doing MOR report for Banquet Sales Department
- In-charge in Catering services of the Hotel & other events
- Confirming and person in-charge in few Major event of the hotel (FEI World Cup Horse Jumping in Stadium Putra Bukit Jalil, Tri Nation Cricket World Cup Tour in Kinrara Oval, Ferrari Owner Club Annual Dinner at Hotel Equatorial KL & BMW Sauber Team Introduction Dinner at Sapura Auto)
- Working closely with Executive Chef in creating new menus and promotions
- Have the opportunity to handle major account & do cross training skill between hotel departments
- Selling & provided services to customer in order to gain business to the hotel
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the management level and it motivate me further
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities

MANDARIN COURT HOTEL SDN BHD (Assist Sales & Marketing Manager)

Date Joining: January 2004 till September 2004

Working Description

Sourcing for New business for the Hotel

Experiences Gained:

- Have the opportunity to handle major account & do cross training skill between hotel departments
- Selling & provided services to customer in order to gain business to the hotel
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the management level and it motivate me to move forward
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities

ELEGANCE WORLD TRADING SDN BHD (Sales Manager)

Date Joining: January 2003 till December 2003

Working Description

Providing creative ideas to client and organizing event.

Experiences Gained:

- Looking for new business & develop new account for the company
- Selling & provided services to customer in order to gain business for the company
- Experience in selling intangible / conceptual products / services so it can meet customer satisfactions & at the same time reach my goal & target
- Can handle pressure from the management level and it motivate me to move forward
- Handle Business Seminar for Company in different location
- Liaise with hotel & agent regarding set up and other arrangement to meet the customer requirement
- Excellent organizational & motivational skills
- Proven initiative & ability to work with minimal supervision
- Good team player & multitasking capabilities

MAJOR ACCOUNTS

PETRONAS and subsidiaries, KUSKOP, SKM, ANGKASA, SME Bank, MIDF, MBSB, Sapura Group, Sapura Auto, BMW Malaysia, Embassies, United Nation, International Red Cross, Air Asia, Prudential Fund Management, AM Investment Berhad, HSBC, OCBC Bank Berhad, SP Setia Berhad, Toyo Engineering & Construction, MEP Exhibition Planner and Middle East Market

MAJOR ACHIEVEMENTS

- 1) Handling 15000 catering event for FEI World Horse Jumping in Stadium Putra (Hotel Equatorial)
- 2) BMW F1 Driver meet BMW owner at Sapura Auto (Hotel Equatorial)
- 3) Launching of The Pavilion Kuala Lumpur (Official Opening)
- 4) (Hotel Equatorial)
- 5) International Tri Nation Cricket World Cup Series Tour (Hotel Equatorial)
- 6) Handle IBM Group delegates to Malaysia (Hotel Maya)
- 7) International Congress event for United Nation (Hotel Maya)

ADDITIONAL PROFESSIONAL EXPERIENCES

SUMMERSET COLONIAL HOTEL & VILLAS (Year 2002)

(Assist Sales Manager)

- Job function to promoted & supervise the daily hotel activates
- Looking for new business opportunity
- Set up & managed the group & client database
- Knowledge in Administration Job i.e. : Event Proposal, Sales Report & etc

HOTEL SANDAKAN (SABAH) (Year 1998)**(Sales Executive)**

- Looking for new business & growing existing client database
- Doing market research & keep abreast with new product
- Promoting hotel services and product to meet customer requirement

DIETHELM BORNEO EXPEDITION SABAH (Year 1997)**(ASSIST OPERATION SUPERVISOR)**

- Determine Weekly Staff Duty Roster
- Promoting the company product & assist in company administration work
- Observing the daily operation of the company

EDUCATION

Year 2001	HELP Institute Kuala Lumpur, Malaysia Degree in Business Studies by University of East London
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Year 1999 to 2000	Kolej Damansara Utama, Petaling Jaya, Malaysia Diploma in Business Studies
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Year 1994 to 1997	Stamford College Sabah, Malaysia Diploma in Tourism Management
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ADDITIONAL INFORMATION

- Knowledge of handling Computer software such as Microsoft Office, Fidelio System, Canvas (Open Office) System & Hogatex System & OPERA system
- Inter-state Cricket Championship 1994 / 1995

TRAINING ATTENDED

- Sales & revenue Management Training Workshop by Medianetic Sdn Bhd
- Optimizing Revenue Through Effective Hotel Revenue Management by Medianetic Sdn Bhd
- Customer Focus Selling Training by Hilton Worldwide
- Food Handling and Food Best Practice
- Halal and HACCP Training
- Ninja Sales Training (8 module)
- Performance Driven Culture organized by PETRONAS

Expected Salary – RM150,00.00

REFERENCES

En Safwan bin Zulmani.G. Balam
Chief Operation Officer
Koperasi Kakitangan PETRONAS Berhad
Hotel Equatorial Kuala Lumpur
Tel: 03-21613516

En Ahmad Shakir bin Ahmad Ubaidah
Chief Executive Officer
Koperasi Kakitangan PETRONAS Berhad
Tel: 03-2161 3516