

# Thean Kim Sim

## PROFESSIONAL PROFILE

Talented and qualified Corporate Communication Practitioner, with 30 years of experience in corporate branding, establishing long term relationship with stakeholders and care for environment. Organised, analytical and research oriented, excellent inter-personal skills, a great team player, equipped with media and marketing communications skills, creative, constantly involved in the production of annual reports, website, company profiles, content creation for corporate websites, social media, press releases and advertorial write ups. Spearheaded sustainability projects and initiatives to drive the ESG agenda for various corporations.

## CONTACT DETAILS

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MALAYSIA

## KEY SKILLS

Content Management	Advance
Problem Solving	Advance
Stakeholder Engagement	Advance
Projects Management	Proficient
Adobe Photoshop	Proficient
Adobe Illustrator	Proficient
ESG/Sustainability	Proficient

## PERSONAL ATTRIBUTES

Resourceful  
Organised  
Analytical  
Pro-active  
Good Team Player

## EDUCATION

Master of Business Administration  
CHARLES STURT UNIVERSITY,  
Australia  
(via HELP UNIVERSITY, Malaysia)  
1999-2000

Bachelor of Arts (Honours)  
UNIVERSITI SAINS MALAYSIA  
1990-1994

## TRAINING

Sustainability Management  
Contents Development Management  
Trademark Management  
Communications Crisis Management

## WORK EXPERIENCE

### SENIOR GROUP CORPORATE COMMUNICATIONS MANAGER

Tan Chong Motor Holdings Berhad / Malaysia (2024 - Present)  
*(Public-listed company in Malaysia, main activity in automotive section from assembly to sales, after-sales and spaceports of passenger and commercial vehicles)*

- Leading a team of 3 in driving all corporate communications related matters for the Company and its subsidiaries ("the Group")
- Redesigned and launched a new corporate website to enhance the Company's image, improve transparency and promote accountability by providing accurate and timely corporate information, ultimately driving more traffic to the site.
- Managed and produced annual reports and sustainability reports, meeting the listing requirements established by Bursa Malaysia.
- Supports the sustainability team in providing insights on standards, methodology and current updates to ensure proper development and implementation of sustainability initiatives to be carried out by the Group.
- Plan and strategise corporate social responsibility programmes for the Group, aligning these activities to the ESG goals committed by the Company and its Board of Directors.
- Gatekeeper for all donation and sponsorship requests which have direct and indirect social, environment and economic impact for the Company and its stakeholders.
- Manage the corporate message through content management for all official channels including, but not limited to, website, social media, press releases, intranet, speeches, memorandum from the Management, etc.

## WORK EXPERIENCE (cont)

### **CORPORATE COMMUNICATIONS MANAGER**

Icon Offshore Berhad / Malaysia (2021 - 2024)

*(Public-listed company in Malaysia, main activity in providing marine transportation and drilling services for the oil majors)*

- Spearheaded the Sustainability initiative for the company including the setting up of the sustainability working committee, engaging with consultant to chart the sustainability roadmap and consolidate data and information for the production of the company's sustainability reports (quarterly and annually) for the board members and the public.
- Revamped and launched the new corporate website to drive better value add contents such as sustainability performance, financial highlights, investor relations platform and enhanced career landing page.
- Production of annual reports, sustainability reports and company website contents.
- Drove media relations and improve media coverage for the company's announcements, financial updates and performances.
- Managed and monitored the social activities on LinkedIn to ensure corporate image is rightfully portrayed.
- Organised corporate and staff events to drive better staff interactions and collaborations between departments.
- Oversaw the administrative role of the company together with an assistant on all administrative and operational matters including office maintenance, indoor air quality management, hygiene and good workplace environment for all.

### **SENIOR CORPORATE COMMUNICATIONS MANAGER**

Pesona Metro Holdings Berhad / Malaysia (2014 - 2020)

*(Public-listed company in Malaysia, main activity in providing construction related services)*

- Planned and organised the group's and its subsidiaries' internal and external communications and corporate communication activities.
- Production of annual reports, sustainability reports and company website contents.
- Spearheaded the sustainability program for the group with the setting up of a working committee, identified the material matters, setting of sustainability targets and analysing the data/information gathered for the production of board paper and reports to the members of the Board and the public.
- Maintained media relationship, including writing of press releases, organizing press conferences and exclusive press interview for the top management.
- Coordinated all corporate branding activities, including advertisement, publication of company profile, corporate slide presentations and roadshows.
- Handled investor & stakeholders' relations through closed door & AGMs.
- Created and designed a new intranet called "eBoard" to facilitate smooth communications between top management and employees, HQ and site offices.
- Organised the company's first teambuilding programme for 250 employees and its inaugural Business Townhall Meeting for 100 employees.

## WORK EXPERIENCE (cont)

### SENIOR CORPORATE COMMUNICATIONS MANAGER

Putrajaya Perdana Berhad (now known as OrangeBeam) / Malaysia (2008 - 2014)  
(then Punic-listed company in Malaysia, main activity in providing construction related services)

- Spearheaded the Group's internal and external communications and CSR programmes towards sustainability as per directive from the Management including attending working meetings held by Malaysian Green Building Confederations (MGBC).
- Organized all activities such as conferences, exhibitions, sponsorships and other philanthropic activities and corporate events such as annual golf tournaments, ground breaking and handing-over ceremonies, international events including the inaugural MGBC Conference in Malaysia, and Green Lecture Tour to create awareness towards green construction among the undergraduates.
- Administered production of official publications like annual reports, corporate profiles, newsletters, write ups for industrial magazines and corporate slides.
- Handled media relations of the Group including press releases, organising press meet and exclusive interviews with top management.
- Designed and managed corporate website and speech writing for the management
- Initiated group's first newsletter PPLink, with special focus on aligning group's employees with the vision and mission of the group.

### MARKETING COMMUNICATIONS MANAGER

Goodway Rubber Industries Sdn Bhd / Malaysia (2006 - 2008)  
(Main activity in the manufacturing of rubber compound for vehicle tires)

- Provided marketing support to local and overseas subsidiaries and dealers by developing effective promotional activities to grow the market share.
- Collaborated closely with the sales team in developing monthly sales activities to achieve targets and increase market coverage.
- Produced quarterly promotional newsletter for local and international customers to provide updates on the products' latest development.
- Managed all ATL and BTL advertising campaigns, media buys, marketing collaterals, promotional materials, customer loyalty programmes, company and product websites and corporate video.
- Organised local and international exhibitions, product shows and annual dealer appreciation dinners.
- Developed corporate identity of all brands under the holding company and managed trademark products of the brands.

### CORPORATE COMMUNICATIONS MANAGER

Berjaya Corporation Berhad / Malaysia (1997 - 2003 and 2004 - 2006)  
(Public-listed company in Malaysia, main activity in investment holdings)

- Coordinated all internal and external communication activities for the group.
- Handled media placements and press relation initiatives such as press lunches/dinners, press releases, media interviews/conference and annual media night.
- Organised corporate events, analyst meet, product launches, signing of MOUs/Contracts, opening of stores, including inviting VIPs for select events.
- Arranged staff events such as lunches, team building activities, workshops, family days and charitable home visits.
- Managed the production of 5-6 annual reports per year and quarterly newsletters from content management, design selection to printing.
- Managed web contents for the group and dissemination of corporate information to shareholders.