



Ravin Trapshah

Contact

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Education

Bachelor of Arts
Mass Communications
Universiti Malaysia Sabah
Kota Kinabalu, Sabah

Key Skills

Stakeholder Engagement
Strategic Communications
Crisis Communications
Content Development
Media Relations
Writing
Public Speaking
Corporate Branding
Project & Event
Management

Summary

Communications professional and stakeholder engagement specialist with both local expertise and international experience.

Strong background in developing and managing cross-functional approaches and collaborations across multiple regions.

Skilled and experienced in managing and resolving crisis through a strategic and target-oriented approach.

Experience

OCTOBER, 2018 - PRESENT

Senior Manager, Sustainability Communications

Wilmar International (Kuala Lumpur, Malaysia)

Global lead for communications and stakeholder engagements related to sustainability for the Group. Managing teams based in Malaysia, Singapore, Indonesia and Europe.

Overseeing the development of Wilmar's Sustainability Reports, while supporting the development of the Sustainability Chapter within Wilmar's Annual Reports.

Leading content development for social media and communications (press statements, sustainability briefs, official correspondences, etc.).

Media relations lead, which includes developing responses, interview scripts, coordinating interview requests, etc.

Key advisor on strategic communications and crisis management.

Lead spokesperson for the Group in engaging key external stakeholders from Governments (e.g., Malaysia, Indonesia, UK, US, EU), NGOs (both international and local in various countries) and global multi-stakeholder dialogues (e.g., New York Declaration on Forests, Tropical Forest Alliance).

MAY, 2018 - SEPTEMBER, 2018

Senior Expert, Brand Communications

Asia Pulp & Paper (Jakarta, Indonesia)

Interim role as the global lead for communications and branding.

Supporting communications and stakeholder engagement for the Group's sustainability division.

Languages

English

Proficiency: Fluent
(Written + Spoken)

Bahasa Melayu

Proficiency: Fluent
(Written + Spoken)

Bahasa Indonesia

Proficiency: Advanced
(Written + Spoken)

Other Details

D.O.B.: 22 November 1979

Marital Status: Divorced

JULY, 2017 – APRIL, 2018

Project Communications Manager

Gamuda Berhad (Petaling Jaya, Malaysia)

Managing stakeholder engagement with the Malaysian government (both Federal and State), project partners, local communities and other related stakeholders for key infrastructure projects, namely East Coast Rail Link (ECRL) and Pan Borneo Highway.

Stakeholder engagement lead expert for Gamuda's business proposal development for the High-Speed Rail (HSR) and MRT3 projects.

DECEMBER, 2015 – JULY, 2017

Senior Manager, Sustainability & Stakeholder Engagement

Asia Pulp & Paper (Jakarta, Indonesia)

Global stakeholder engagement lead that developed and managed progress reporting, update meetings and forums for key international stakeholders (i.e., governments, NGOs, clients).

Leading crisis management and communication for APP, with support from the Global Communications division.

Managing sustainability-related communications, which included the development of news releases, public statements and interview scripts, among many others.

Managing sustainability-related media relations for APP.

NOVEMBER, 2012 – NOVEMBER, 2015

Outreach & Engagement Manager, Southeast Asia

Roundtable on Sustainable Palm Oil (Kuala Lumpur, Malaysia)

Southeast Asia lead for stakeholder engagement for ASEAN governments, private sector and NGOs.

Managing regional media relations and key spokesperson for RSPO in Southeast Asia.

Managing crisis management and strategy development for RSPO.

Developing and managing communications material and content for RSPO, targeted at stakeholders / audience in the region.

Head of event and project management for RSPO.

Key Accomplishments

Instrumental in developing and advocating the palm oil roadmap to address climate change, which was announced at COP26 (Glasgow) launched at COP27 (Egypt). The roadmap has received praise from international stakeholders and governments (UK and US).

- The Guardian (Nov 2022):
<https://www.theguardian.com/environment/2022/nov/12/food-firms-plans-15c-climate-target-fall-short-campaigners-aoe>
- WWF (Nov 2022)
<https://www.worldwildlife.org/press-releases/wwf-statement-on-the-cop27-agri-commodity-sector-roadmap>

Accomplished speaker representing the company and industry in local and international events, including forums organised by the New York Declaration on Forests in New York (2019) and RSPO (2013 / 2022).

Key representative for the company and private sector in various multi-stakeholder dialogues, including those hosted by the World Economic Forum and Tropical Forest Alliance.

Developed and implemented effective engagement strategies for media and NGOs, both local and international, resulting in less negative reports and more positive coverage.

Successfully organised local and international events, including two global conferences with over 1,000 participants in 2014 and 2015.

References

Available Upon Request