

WAN MOHAMMED SYAZWAN

BIN WAN MOHAMMED

VICE PRESIDENT (GROUP BUSINESS DEVELOPMENT)

INFO

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DATE / PLACE OF BIRTH

30th September 1978
Kuala Kangsar, Perak

DRIVING LICENSE B,D

NATIONALITY Malaysian

HOBBIES

Motorsport, Cycling, Gym

LANGUAGES

English

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Malay

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Japanese

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SKILLS

Microsoft Office

PowerPoint
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Microsoft Excel

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Microsoft Project Management

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Business Operations

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PROFILE

I am a very operational oriented person, with diversified skills on INVESTMENT ANALYSIS, CORPORATE M&A with strong Market and Industry knowledge.

EMPLOYMENT HISTORY

Vice President Group Business Development, MARA Corporation Sdn Bhd Kuala Lumpur
July 2024 – Present

Thru my 6 months stint, I have successfully implemented a few:

1. Manpower Supply Contract worth 13M from POS Aviation to Harta Prima Realities SB (Subsidiary of Mara Corp)

I successfully acquired contract from POS Aviation thru tender, worth 92 Manpower for 3 years. The business plan is total outsource for the first 6 months for business stabilization and self operation month 7 onwards thru FWCMS approval for Foreign Manpower Quota. We have secured 200 foreign manpower in the quota and currently proposing for additional manpower for MAHB once we have our own GroundHandling License. The margins for total outsource is at 12% and self-operation around 28% with Yoy increment 6%. EBITDA stands at 8% (1.2 Mil per annum)

2. ST Engineering JV with Asia Aero Technic Sdn Bhd

I initiated contact with STEA proposing a mutual beneficial JV with Asia Aero Technic SB (AAT), Another Mara Corp Sub and successfully convincing STEA to utilise current Hangar 1 rented from IVP with Extra Operations of MRO focusing on Passenger to Freighter development projects, thru the JV we were able to give a level playing field to our Subsidiary AAT. We will start the program with P2F with manpower supply From UniKL MIAT and Transfer of know-how on P2F conversion from STEA and drive investments thru proven case study after POC of a few aircrafts, ie. 737-400F, A320, etc.

There are approximately 40 projects in line with 4 more low hanging projects initiated for subsidiary portfolio revamp and rebuild.

Senior Vice President, Air Asia Berhad

Kuala Lumpur

April 2019 – November 2021

I have successfully done cost reductions on manpower from 37% down to 16% within 2 months, improve project process and governance by centralizing procurement and initiation of TMO and PMO on each project after Investment feasibility.

I am also responsible in initiating sales increment process, mainly acquiring new clients and improving sales with current one. YoY 2018-2019 we improved close to 12%, even though the ticket count does not increase. The ground F&B is also in expansion mode where we are in the midst of opening outlets in Klang Valley

Senior Vice President Strategy (Retail), MARA Corporation Sdn Bhd

Kuala Lumpur

January 2016 – March 2019

Thru my experience here, I have successfully implemented two programs:

1. Aggregator Retail FMCG trading

I successfully penetrated 7 Eleven (2436 stores) , Petronas Mesra (712 stores), Mydin (18 stores)and Tesco (34 stores). The business plan is asset light. We outsource the 3PL warehousing and deliveries to CCN and traded approximately 100 SKUs and moving without distributors and middlemen. The margins for manufacturers improved 12% and sales increased YoY by 16%. EBITDA stands at 8% (1.7 Mil)

2. Retail Space Management

Mara Corp initiated a JV with Transit oriented development projects, ie Prasarana, MRT, LRT & MRCB. Thru these JV we were able to give a level playing field to our entrepreneurs. We started the program with MRT in Sungai Buluh and drive investments thru proven retail space operators overseas, namely JR East from Kyushu, Japan

Senior General Manager, Circle K Asia Limited

Nagoya, Japan

March 2012 – December 2015

- Derive Business Plan for Establishment of Circle K Asia Execute openings of
- profit centers.
- Operation running capacity.
- Managing the portfolio on IPO based restrictions.

Corporate Retail General Manager, Couche – Tard Alimentation Co.

Tempe, USA

March 2010 – February 2012

- Derive Business Plan for Establishment of Circle K
- Execute openings of outlets.
- Operation running capacity.
- Managing the portfolio on IPO based restrictions.

Senior Operations Manager, Revenue Valley Sdn Bhd

Kuala Lumpur

January 2008 – March 2010

RESPONSIBILITIES:

Take the lead role in managing and maintaining operational and standards as well as services to our respective customers along with managing distribution partners' activity within an assigned outlet or store.

sales process from initial point of contact (lead generation), presentations, proposals, through contract negotiations and execution. Meet/exceed minimum quarterly and annual sales objectives.

Work closely with the operational and teams, utilize relationships to ensure that product implementation schedules are met.

Facilitate strategic partners' resources to assist in the sales process. Engage, equip, and lead all sales channels (including distribution partners) with appropriate training, tools, and strategy in order to maximize the potential sales opportunities.

EXPERIENCES GAINED:

Skilled in use of internet, software applications including PowerPoint, Word. Excellent oral and written communication skills and knowledge of health care information technology.

Operations Executive, Berjaya Starbucks Coffee Malaysia Sdn Bhd

January 2003 – December 2007

EXTRA - CURRICULAR ACTIVITIES

National cyclist, Malaysian National team

1995 – 2002

Eagle Tour of Malaysia 2001.

Tour of Surabaya 2001 , 2002.

Tour de Taiwan 2000 , 2001.

Tour of Malaysia 1999 , 2000 , 2001.

LE TOUR DE LANGKAWI 1998,2000.

Tour of Marlboro Philippines 2000.

EDUCATION

Universiti Teknologi MARA, Diploma in Civil
Engineering
1996 – 2002

Shah Alam

UniKL, Masters in Business Administration (MBA)
2024 – Present

Kuala Lumpur

REFERENCES

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