

Marsitah Wariss

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SUMMARY

- Strategic leader with 20+ years of experience driving corporate strategy, business development, and transformation initiatives across infrastructure, mobility, and consulting sectors.
- Proven ability to shape growth agendas, evaluate investments, and translate complex market and governance considerations into actionable strategies that deliver long-term value.
- Skilled in strategic planning, performance monitoring, and operational excellence, with a track record of leading cross-functional projects from planning through to execution.
- Experienced in collaborating with C-suite leaders, boards, regulators, and external advisers to advance strategic priorities and enhance business performance.
- Recognized for strong analytical, communication, and stakeholder management skills, consistently fostering trust and alignment across diverse groups.

PROFESSIONAL EXPERIENCE

ALSTOM Transport Systems – Kuala Lumpur, Malaysia

Business Development & Tender Manager Malaysia

(Sep 2022 – April 2025)

- Led tender management, submission and other commercial activities for Malaysia market such as pre tendering exercises, tender document review, coordination with global team/ cross functions, stakeholders management, partnership strategy and developing winning strategy formula, while aligning with the company directions and internal governance policies/ process.
- Tenders managed include Klang Valley MRT Kajang Line Signaling Refurbishment projects, Malaysia-SG High Speed Rail RFI, Klang Valley MRT Line 3 Prequalification, Penang LRT (pre tendering & strategy formulation), KLIA Train Transit System Maintenance contract.
- Key member in driving the business development activities for Alstom in Malaysia market. Ensuring the sustainability and strategic positioning for the company via various interactions and programs with internal and external stakeholders including government agencies, customers and local strategic partners.

Malaysia Digital Economy Corporation (MDEC) - Cyberjaya, Malaysia

Head of Corporate Planning, Strategy & Policy

(Nov 2021 –Jan 2022)

- Led MDEC's corporate business plan and KPI setting in alignment with national digital economy agenda and corporate governance.
- Worked closely with Ministry of Communication and Multimedia, Economic Planning Unit and Ministry of Finance to ensure compliance and sufficient funding in driving the organization's deliveries.
- Supported other corporate level initiatives and projects.

ACCA (Association of Chartered Certified Accountants) - Kuala Lumpur, Malaysia

Head of Market Planning & Delivery, ACCA Malaysia

(Jun 2019 - Apr 2021)

- Part of Malaysia leadership team reporting to Malaysia Market Head.
- Led corporate planning function for Malaysia market, such as annual business plan settings, long term strategic plan, quarterly reviews, financial sustainability assessment, risk management, corporate social responsibility & other strategic corporate initiatives.
- Led Malaysia office change management drives in setting up best practices and improvement of people strategy in line with the enhanced corporate values.

- Led the ACCA certification strategy & recognition for the market via close collaboration with ACCA headquarter & Malaysia governmental agencies.
- Driven strategic projects for Malaysia market to support other key functions such as assisting ACCA member's affinity program, student's outreach, webinars etc.

Frost & Sullivan - Kuala Lumpur, Malaysia

Principal Consultant, Industrial Practice, Asia Pacific

(Jun 2018- Mar 2019)

- Led & managed medium-to-large consulting projects for clients within the Industrial sector, focusing on Asia markets. Key projects completed include; 1) Market & distribution channel assessment of industrial products in Malaysia, India & China, 2) Strategic analysis on Malaysia manufacturing industry readiness in Industry 4.0, 3) Business opportunity assessment & partner evaluation for electrical distribution equipment in Indonesia & Philippines.
- Worked closely with business development team to support business pipeline through strategic client meetings & proposals development.

MWV Consulting - Penang, Malaysia

Lead Consultant/Owner

(Jan 2016- May 2018)

- Managed & executed short term consulting assignments (project management, market research & analysis, strategic business development, etc.) for various multi-industries clients.
- Conducted & facilitated training or strategic workshop sessions for multi-national companies & governmental agencies. Key trainings conducted include strategy planning, design thinking & creative problem-solving tools.
- Managed business development activities for the company. Key clients worked with include Kaiser Associates UK, Fox Network Asia (National Geographic), Ministry of Higher Education Malaysia & Sarawak Hydro.

Bombardier Transportation - Kuala Lumpur, Malaysia

Strategy & Communication Manager, Asia Pacific

(Sept 2012- Dec 2015)

- A dual role where 70% are on strategic development for new businesses within Asia Pacific & the balance was to support the internal & external communication activities for Malaysia office.
- Led strategic planning activities in Asia Pacific & worked closely with the Group Strategy and Business Development team in aligning it with the company's global target. Key responsibilities included research-analysis to support new business plan/ decision making for new bid, lead various strategic workshops (e.g. war games, pre-bid evaluation, and sales strategy), and lead corporate social responsibility exercise & other activities.
- Managed all internal communication for the Malaysia office by working closely with the country's senior management team & the Group's communication team. Supported all external communication activities such as writing press releases, promotional articles, organizing media events & participating in exhibitions.

UMW Holdings- Selangor, Malaysia

International Business Manager, Manufacturing & Engineering Division

(Jun 2010–Aug 2012)

- Reported to the Executive Director of Manufacturing & Engineering (M&E) Division, who is directly responsible for manufacturing & engineering activities within the UMW Group.
- Key team member in evaluating new business acquisitions to expand the M&E Division's portfolio via strategic business assessment, technology assessment, market viability analysis & due diligence on potential partners.
- Prepared & coordinated internal approval activities such as business plans, Board of Directors' papers & strategic presentations to management team

Frost & Sullivan - Kuala Lumpur, Malaysia

Senior Consultant, Automotive & Transportation, Asia Pacific

(Nov 2007–May 2010)

- Led & managed consulting projects that are related to transportation & logistics industries. Key projects completed include; 1) Market viability for Organization of Islamic Cooperation (OIC)'s Fund Manager in collaboration with Iranian & Malaysian national carmakers, 2) Small port feasibility study for the Selangor state

government, 3) Business assessment & opportunity analysis on NGV commercial vehicles for Malaysian multinational company.

- Prepared consulting project proposal based on client's requirements & closely supported the business development activities in Malaysia through meetings & maintaining good relationship with related local government agencies.
- Actively demonstrated industry knowledge through publishing articles, preparing market outlooks, speaking at regional events & conducting workshops for industry players.

PROTON Berhad – Selangor, Malaysia

Country Sales Manager, International Business Division

(April 2001 –Oct 2007)

- Held various positions in product strategic planning, product development & market research for Proton Research & Development Division before taking on Country Sales Manager role for International Business Division.
- In the last position held was as a Country Sales Manager for key export market accounts such as South Africa, Mauritius & Indonesia with total yearly sales of RM150 million.

EDUCATION

B.Eng (Hons) Mechanical Engineering, Tenaga National University, Malaysia

PROFESSIONAL CERTIFICATIONS

- Certified Sustainability Excellence Associate (SEA), Green Business Certification Incorporation, Aug 2021
- Certified Professional Scrum Master (PMI1), Scrum.org, June 2021
- Corporate Sustainability, Social Innovation & Ethics Certificate, EdX-Imperial College Business School, May 2021
- Digital Innovation for Finance Certificate, ACCA, Jan 2020
- Certified Neuro Linguistic Programming (NLP) Practitioner, American Board NLP, 2016
- Certified Trainer, Malaysia Human Resource Development Fund, 2015

IT LITERACY

Microsoft Office (Word, Excel, PowerPoint) • Kofax/Adobe

LANGUAGE

English(fluent) • Bahasa Malaysia(fluent) • Bahasa Indonesia(intermediate) • French(beginner)

(Reference is available upon request)