No 19, Jalan SJ 30 Taman Selayang Jaya 68100

Selangor Darul Ehsan, Batu Caves, Malaysia

Mobile: +60 (0)16 488 9088 Email: <u>mhgooi79@gmail.com</u>





#### **PERSONAL PROFILE**

Full Name: GOOI Meng Heng

Sex: Male Marital Status: Married

**Qualification:** Master in Electronic Circuit Design & Manufacture

2004

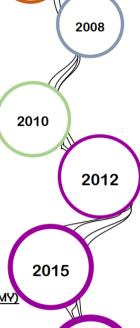
2007

#### **Career and Milestone**

2005

- ♣ The University of Dundee (Scotland)
- Master in Electronic Circuit Design & Manufacture
- Asdion Berhad (MY)
- Assistant Marketing Manager
- Market full range building security & in-room smart system to 5-star hotel and commercial building
- Secured > RM 2mil sales per annum
- Medilink Global UK Limited (CHN)
- Seconded to head the Business Analyst position & as well as taking up additional role as the Special Assistance to the President of MediLink (Beijing)
- Handle business requests for both internal and external parties
- Localised medical claim system 6 months ahead of schedule
- Secured key accounts for Beijing office (GBG, TaiKang & Ping An)
- Established IT and business analyst team locally
- Malaysia Healthcare Travel Council (MY)
- Set up first MHTC full flash oversea representative offices (5) in Yangon, Hanoi, Ho Chi Minh City, Guangzhou and Dhaka
- Generated total revenue with an annual growth rate of +21 – 35% year on year basis

- Asdion Berhad (MY)
- Management Trainee
- Specialised in project implementation and training
- Managed 5 10 projects per annum
- Medilink Global UK Limited (MY)
- Business Analyst
- Double promotion within a year
- Handle regional business requirement analysis of two different entities, China and Singapore
- Develop intangible product from scratch to a complete marketable product to meet public demands
- Malaysia Healthcare Travel Council (MY)
- Started as Market Development
   Manager for a government agency under the Ministry of Health Malaysia
- Tasked to head, oversee, develop and to build Malaysia's branding/presence in ASEAN markets (Cambodia, Myanmar & Vietnam) & Bangladesh from 2012 2015
- Established strong branding of Malaysia
   Healthcare in these countries
- Malaysia Healthcare Travel Council (MY)
- Appointed as Market Head for China (The second largest market after Indonesia)
- Established strong branding of Malaysia
   Healthcare particularly in Assisted
   Reproductive Technology
- Recruited more than 50 healthcare facilitators in 12 months, nationwide
- Brought in more than 150 couples to Malaysia with a total revenue close to RM 15mil



2016

### 2018 - 2020

## Malaysia Healthcare Travel Council (MY)

Head of Marketing

- Responsible for expanding key market shares in Indonesia, China and Indo-China.
- Strengthen the collaboration with strategic partners in key markets.
- Established Malaysia as the preferred destination for medical tourism
- Trained and coached lower managers and staff
- Managed regional offices & business operations across Indonesia, Myanmar & Vietnam

#### March 2020 - May 2022

#### AirAsia

Head of airasia Health

- ❖ Built the digital healthcare (airasia Health) platform in ASEAN by 2025
- Established airasia Health as a new business unit for AirAsia focusing on international markets
- Responsible for overall airasia Health business unit and establishing strategic partnerships with key market leaders in the industry
- ❖ Developed and implemented growth strategies to drive sales and revenue
- Developed new products and services for ASEAN markets
- Managing budget and overseeing overall business P&L
- Overseeing daily business operations
- To hire, train and coach lower managers and staff regionally

#### June 2022 - Current

**UEM Edgenta Healthcare Support Services** 

### **Head of Digital Healthcare Business**

- Lead Edgenta Healthcare Support Services division's digital transformation across Clinical & Non-Clinical businesses by 2025
- Accountable for delivering commercial P&L goals and other performance objectives & financial KPIs
- Develop, implement and monitor Digital Healthcare Business regional GTM strategy
- Provide technical supports to Clinical and Non-Clinical units on digital transformation roadmap that transform business operational excellence
- Direct management of the Sales, Account Management, Business Development and Operational teams for Digital Healthcare Business
- Innovate and enhance new businesses leveraging on latest technology from POC to business incubation and commercialisation

Outside of a professional environment, I have keen interest in learning different cultures. To complement this, I enjoy travelling and can speak fluently in English, Bahasa Malaysia, Mandarin and Cantonese. I also enjoy acquiring and equipping myself with the knowledge in the latest electronics in technology.

- \*Hold full driving licence
- \*Hold No Criminal Record

## ADDITIONAL REFERENCES AVAILABLE UPON REQUEST

Availability: 3 months' notice



# The University of Dundee

In exercise of powers granted by Royal Charter and with the authority of the Senatus Academicus the University has conferred the Degree of Master of Science

in ELECTRONIC CIRCUIT DESIGN AND MANUFACTURE

upon MENG HENG GOOI

In witness whereof the Common Seal of the University is affixed hereto

13 October 2004

Principal and Vice Chancellor
Michael CL Javies
Dean

Master in Electronics graduate, with solid qualifications and comprehensive skill-set, underpinned by work experience in pressurised environments whereby self-motivation and a positive response to pressure are essential. A committed team player with leadership ability, who has gained vast experience in Germany, Italy, China and the UK; willing to assimilate and apply new work procedures; familiar and equipped with knowledge of China, Cambodia, Vietnam Myanmar, and Bangladesh healthcare industries.