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Education:

Bachelor of Management (Technology) Second Class Upper, 1997-2001,
University Technology Malaysia: UTM.

<http://www.utm.my/>

Languages:

Excellent in Writing and Speaking: English, Chinese, Malay, Bahasa Indonesia.

Basic Writing and Speaking: Japanese and Spanish.

Honors and Awards:

1. Asia and MENA as best performer for International projects and students admission to UCAM 2014, 2015 , 2016 and 2017. Growth more than 300% in 2014 and year to year growth is 50%.
2. High achiever in sales and marketing objectives during 2001-2010 in Panasonic. Management of turnover of more than USD100mil.
3. Top Student in Commerce stream in 1997 in High School SM JBP.

Working Experiences:

Universidad Catolica San Antonio de Murcia(UCAM, Spain)

MBA student for batch 2018/2019 intake with 100% President's Scholarship.

Jan, 2020-Current

Director of Asia Educational Projects, to forge partnership with organizations, universities, institutes and other possible partners for the collaboration of the projects between UCAM and partners.

2018- Dec, 2019.

Head of International Admission, to outline and manage the admission policy, system, process and requirements of international students into UCAM with aim of higher efficiency in terms of timing and cost.

2012- May, 2019.

- **Head of Asia and MENA**, heading the Asia, Middle East and North Africa team which regional headquarters is in Singapore and local offices in Jakarta, Beijing, Manila, Hanoi, Ho Chi Minh City, Johor Bahru, Tehran, Mumbai, Dubai, Istanbul and Amman. Managing a total team of 19 people in International Marketing including the KPI set up and annual performances review.
- Drive revenue and growth, ensuring annual targets are met. Work closely with team in HQ for marketing and business development needs.
- Conceptualise, plan and implement key marketing and student recruitment strategies to increase visibility of school's programmes and Brand.
- Plan and manage budgets, expenditure and other financial matters.
- Be the key point of contact for APAC /MENA and act as brand ambassador for P2P projects like 2+2, 3+1 and 1+1.

I.

Achievements:

a. Universities partnership and collaboration for internship program with National University of Singapore(NUS).

b. <http://www.nus.edu.sg/iro/opps/intern/index.html#spain>

b. Penetrating UCAM Summer and Winter program in Nanyang Technological University, Singapore(NTU) Having about 40 students per year.

<http://global.ntu.edu.sg/GMP/gemdiscoverer/Language%20Immersion/Pages/catholiuniversitysananthonioucam.aspx>

bi. Wuhan University, Beijing & Language University, China

Development of student study abroad program with UCAM's professors. Average about 15 students per year.

c. Set up UCAM Spanish School in Jakarta, Indonesia and Dubai, UAE with current enrolment of 200 students and supervising and motivating the academic team. Sent Spanish Professor to Heilongjia University for Spanish school project for 3 years.

d. Opened new agents and relationship development with them and achieved about 100 international students admitted for UCAM in 2014 after two years of hard work.

e. Created Pathway Business Degree study with Beijing Foreign Studies University, Help University and Sunway University, Malaysia. 2+2 program.

f. Developed e-marketing platforms and contents marketing to attract students and increase brand name UCAM in Asia. Wechat(ucamchina), weibo(西班牙武康大学), facebook(ucaminternational).

<http://edu.qq.com/a/20150129/054661.htm>

g. To develop UCAM brand in ASIA and MENA region via social marketing, agent development model, partnership with universities and marketing events.

h. To strategize, make and control annual marketing plan and budget for Asia and MENA region. Responsible for the profit and loss of the operation in ASIA and MENA. Execution marketing plan activities, refining and realign plan according to latest market conditions in order to achieve the KPIs.

i. Review and research new market insights and communicate with internal team to explore the new opportunities in traditional channels such as agents, universities partners and digital channel.

j. Monitoring and approved each marketing campaigns to ensure the ROI is being maximize and execution of campaigns in efficient way to increase brand awareness to students, parents and partners.

k. To get feedback from the students, partners and parents to improve the student experiences via various tools to achieve the brand's objectives.

l. Adjunct professor to partner universities especially for topics related to Internalization, Marketing and business development.

m. Project leader for the new program development for the International bachelor and Master program, summer/winter program and study abroad program. Working the projects with relevant Faculty' Deans.

n. Project leader for the setting up the regional campus of UCAM in ASIA and MENA.

o. Short training program development along with faculty's Deans for the universities staff, students, public and professional in the fields of business management, sports management, sports psychology, implant technology, musculoskeletal ultrasound and tourism sustainability.

2. Gigaset Communications, Singapore (Siemens Home and Communications) 2011-2012.

Director of Sales & Marketing, SEA including Japan, Taiwan, HK and South Korea.

Achievement:

- a. Increased overall sales turnover in 2013 more than 20% with current product portfolios about USD4mil.
- b. Opened duty free business in Japan selling in major duty free shops.
- c. Secured tender business with Hitachi promotion for about \$1 mil.

3. Panasonic System Asia Pacific, Singapore, 2006-2010.

Regional Team Leader for Communications Products

Achievement:

- a. Turnaround the Indian business to be profitable in 2008 with GP more than 20% and turnover more than SGD40mil.
- b. Consistently achieving Business plan target 100% from 2006 to 2010.
- c. New business development for emerging market in Sri Lanka, Bangladesh and Cambodia.
- d. Working with B2B partners like telecom operators and service providers to introduce new products and solutions to the consumers. Airtel India, Telkomsel, Indonesia, Sri Lanka Telecom, Singtel, Singapore, Telekom Malaysia.

4. Panasonic Communications, Malaysia (Factory) 2001-2005

Senior Executive Sales and Marketing.

Achievement:

- a. Developed comprehensive sales forecast plan to support customers' demand of urgent stock availability.

- b. Great understanding of the new products development, manufacturing process until the shipment of products to end customers.
- c. Involved in planning of new products in the Asia market. Low end corded phone TS500, cordless phone TG2100, PBX TES824.

Skills:

- a. Management of Profit and Loss of the regional office and local offices in Asia/MENA. Open new offices in Asia and MENA region.
- b. E-marketing platform development and development of interest for target audiences.
- c. Channel and brand development and sales business cycles management.
- d. Business negotiation, partnership and collaboration with partners and institutions.
- e. Development and implementation of annual marketing plan to achieve KPIs and increase brand awareness in each designated market.
- f. Evaluate current market situation and development best marketing plan with highest RO I with proper marketing structures in ASIA and MENA.
- g. Ensure the academic quality of UCAM with talent management team which active engaging the KPI for the program by meeting the students' expectations.
- h. Engage with team and ensure team members are consistently motivated and positive to achieve their KPIs.

Reference will provide upon request. Thank you very much.