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To Whom It May Concern:

APPLICATION OF POST RELATED TO BUSINESS DEVELOPMENT & STRATEGIC AND CORPORATE PLANNING, MARKETING & BRANDING.

With my solid background as a highly qualified executive director with almost two decades of experience, I offer you an unbeatable track-record of performance, a futuristic approach to emphasize on your sales and revenue, a passion for success and a promise to you that your revenue is sure to soar.

With stellar track record of increasing brand equity, market share and profitability, product development and offerings, It is my pleasure to submit my CV. I hope after reviewing my CV, you recognize my experience and accomplishment could assist your company to proceed to the higher level with my innovative strategies for marketing, business development, collaborations as well as the on going effort to strive further. Amongst my forte are the proficiency in identifying untapped markets and business opportunities, expertise in identifying the business processes that could develop into profitable strategic business units as well as to develop revenue-generating partnerships and the strong track record in product launches, copywriting, branding, product-price positioning portfolio and total integrated marketing communications spectrum.

During my tenure as the Executive Director of a an International College, I focused mainly to strengthen the business and revenue as well as special projects. Here is some explanation:-

Spearhead business development initiatives that are consistent with the company's overall strategy.

Developed and successfully strategised the operational plans to deliver teaching excellence and innovation in the provision of learning, teaching, research and enterprise. To influence the strategic direction of the college, particularly in respect of its role as a major provider of high quality learning, teaching, research and enterprise opportunities in the region.

Main Achievements –

1. Lead the industry and private partnership and successfully completed the collaborations with more than 10 industries as well as with private and public universities.

2. Lead, supervised and achieved multiple business initiatives in a start-up environment. • Revenue generation and strategic partnerships development with the financial institutions and government agencies.

3. Successfully achieved the target to obtain as 1 out of 9 colleges / universities in Malaysia for the Teachers Training Program under Ministry of Education and Prime

Minister's Office as this Pre School Teacher Training is regarded as one of the Main Economic Thrusts for Malaysia's ETP (Economic Transformational Program). I lead the tender project as well as being the Project Director. Award was given by the Prime Minister himself.

4. Instrumental the exercise with regards to ISO, Learning Management System, SOP and College Management System within 2 years and successfully completed and executed according to the Ministry of Higher Education.

5. Initiated and be the Project Director for the Rebranding Exercises of old branding to the new branding for whole spectrum of the college, business development, brand and marketing processes as well as to establish the international collaborations, instill the academic quality mechanism and obtain some funding for the college.

6. Proposed to the BOD the Change Management and Turnaround Exercises and Successfully Lead and Completed the Program; from 134 active students up to 1000 students with various programs and opening up a few more centres such as in Perlis – with the Collaboration with Perlis State Government and Yayasan Islam Perlis, Selangor Branch in Puchong, obtained Northern Regional Centre Programs for Malaysian University of Science and Technology for Perlis, Kedah, Penang and Perak. This exercise completed within 18 months.

7.. Exercised and lead the project to obtain a piece of prime-area land (2 1/2 acres) in Ipoh for the college worth MYR20million.

8.. Obtained and secured the refurbishment loan of facilities for MYR 6million from SME Bank as well as the funding of RM262 mil for the establishment of the new campus as well as to be the project director for the campus design, development and strategic planning. The new campus development involves the mix development of residence, college and some commercial areas.

I had successfully completed the branding exercises of 160 Proton Sales and After Sales outlets throughout Malaysia with the new corporate identity change in 1999-2003. Later I gained valuable experience by leading the sales and marketing of Chevrolet cars in Malaysia with the best-registered sales CBU (Imported cars) in Malaysia of 6,000 units in 2005/2006 recorded by Malaysia Automotive Association.

At the business development front, I secured the deal for Kleemann Asia Pacific as the Asia Pacific distributor from Kleemann Denmark and was appointed as Kleemann Asia Pacific Managing Director and handled the sales and after sales.

In 2009 I was head hunted to lead the strategic and business development unit of an international college; gained the High Performing Company awarded by SME Bank Malaysia and rated 4 STAR under Ministry of Higher Education Malaysia with more than 10 new programs (diploma) have been meticulously developed to fulfill the needs of the industry.

A little background on me will assure you that my in-depth knowledge of this industry will be of value to your organisation. I have been involved with start-ups, mergers and acquisitions in the previous business endeavour. I have realised that my greatest strength lies in the fields of marketing and sales and strategic planning and business development. My ability to think out of the box, my innovativeness and broad based business acumen along with the wide network of my contacts have enabled me to form a well-earned reputation for delivering value added services.

I have the personality and the energy required to make a difference in your organization

Sincerely,

*Mohd. Azad Jasmi
0133016666*

Encl to my Referees

1. DYTU Tuanku Syed Faizuddin Putra ibni Tuanku Syed Sirajuddin
Jamalullail; Raja Muda Perlis
Pejabat Raja Muda Perlis
2. Yang Berbahagia Datuk Hj Subhi Dziauddin
Deputy Chairman, Pesona Metro Berhad.
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1. Prof Madya Dr Mahazir Ismail
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