

MOHD AZAD BIN JASMI □

"Leadership is the capacity to translate vision into reality"

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SENIOR MANAGEMENT PROFESSIONAL

STRATEGIC PLANNING | BUSINESS EXPANSION | BRANDING & COMMUNICATIONS

Over 14 years' phenomenal expertise across strategic planning, business expansion as well as branding & communication towards enhancing business trajectories within the Asia Pacific region. Experienced in the areas of strategic alliance, corporate restructuring exercises as well as network & distribution development coupled with proven track record in spearheading due diligence & feasibility study as well as mergers & acquisitions.

Recognized as a visionary and versatile organizational leader with an eye in providing key insights to drive the company to greater heights. Demonstrated exceptional acumen in producing high level business proposals as well as delivering eloquent business presentations.

CORE COMPETENCIES

Branding Management
Marketing Strategies
Strategic Planning
Business Development
Global Strategic Alliance

High Stakes Negotiation
Organizational Restructuring
Advertising & Promotion
Market Intelligence Study
Relationship Management

Production Planning
Partnership & JV
Investment Feasibility Study
Project Management
Corporate Communication

PROFESSIONAL EXPERIENCE

Strategic Planning

- Formulate comprehensive expansion plan for distributorship of parts and accessories covering Malaysia and Asia Pacific region including investment requirements evaluation, new company setup as well as brand development.
- Conduct due diligence and feasible study in the development of GM branded distribution network as well as manufacturing facilities.
- Generate business feasibility study, plans and targets, MOU & JV agreements as well as compliance documentation in the acquisition of a significant stake in a Malaysian national automotive company.
- Facilitate interface between GM and suppliers, potential partners as well as the Malaysian government while leading negotiations of strategic arrangements between GM and various external parties.
- Lead negotiations with potential clients, investors and joint venture partners in line with the Business Strategic Plans.

Marketing & Branding

- Spearhead the planning and implementation of full spectrum Marketing & Branding exercises encompassing marketing strategies, product training as well as market intelligence and competitor analysis.
- Drive end to end marketing activities including advertising & promotion, market research and strategies rollout as well as launch and sales event planning.
- Oversee full spectrum branding as well as the corporate image enhancement activities including brand equity exercise and customer satisfaction surveys.
- Head the Market Intelligence Exercise while driving cost-conscious programs towards maximizing cost benefit and ROI.
- Manage the Customer Satisfaction Index as well as Brand Equity Index and Brand Tracking Index surveys

Education

- Serve as member of the Executive Team in providing the overall strategic direction of the company.
- Rolled out strategic operational plans towards delivering academic excellence and innovation as well as positioning the college as a major provider of high quality learning and research within the region.
- Collaborate with the academic team in developing courses and introducing new initiatives on curriculum development.
- Formulate comprehensive research and enterprise strategies in line with the needs of the national and global economies.
- Manage the team in overseeing full spectrum business development, branding and marketing, research funding as well as academic quality mechanism in generating revenues.
- Drive multiple business initiatives as well as established international collaboration and strategic partnership.
- Champion an array of market research as well as financial analysis and feasibility studies in developing project concepts.

ACHIEVEMENTS**TAJ International College**

□ 2009 – Present

Executive Director – Business Development & Strategic Planning

- Successfully collaborated with various universities in establishing the Automotive Faculty including accredited automotive modules and programs as well as driving training for supercars and race cars.
- Closed a multi-party agreement involving the Perak State Government, Proton City, the college and Mooncraft Co. Ltd. from Japan for new car projects collaboration.
- Played a key role in lobbying the Ministry of Education in becoming one of the nine institutions to provide training to Preschool and Early Childhood teachers as part of the Economic Transformation Program.
- Assumed the role of Head of Automotive Faculty in developing and teaching a myriad of subjects including Automotive Branding, Automotive Retailing, Strategic Planning as well as International Business.
- Successfully implemented the Change Management & Turnaround Program in increasing the numbers of programs offered and setting up of more centers across the Northern region to boost student enrollment from 134 to 1,000.
- Awarded the 4-Star rating by the Ministry of Higher Education and TERAS as one of the high performing Bumiputera company in Malaysia.

Kleemann Asia Pacific Sdn Bhd

□ 2005 – 2009

Director in Strategic Planning & Product Development

- Instrumental in negotiating with Kleemann Denmark in taking up equity in the company as well as entering into the business with minimal resources.

Emeritus Equity Sdn Bhd

□ 2005 – 2005

Senior Manager – Strategic Marketing & Branding

- Established Autostadt-Asia Sdn Bhd, an importer of Volkswagen vehicles in Malaysia.
- Managed the Proton Waja 1.8AT upgrading project while liaising with contract assemblers and vendors in conducting extensive testing to ensure smooth launching.

Assistant Head – Branding, Marketing & Production Planning, Hicomobil Sdn Bhd

□ 2003 – 2005

- Spearheaded full spectrum activities in establishing the Chevrolet as a major brand in Malaysia including principal management, advertising & promotion, CKD & part localization projects, sales & distribution, CRM program execution as well as government liaison.
- Served as Chief Tester and Chief Instructor for the Chevrolet Advanced & Performance Driving Track Racing as well as Stunt Driving & Rallying teams.

- Head of Marketing – Marketing Services & Branding**, Naza Kia Sdn Bhd □ 2003 – 2003
- Played a key role in setting the price of all KIA models as well as the first national MPV carrying the “Naza” brand.
- Senior Marketing Executive cum Asst Head of Motorsports**, Proton Edar Sdn Bhd □ 1999 – 2003
- Orchestrated the deployment of a new corporate image across 200 outlets.
 - Expedited all sponsorship activities and merchandising for Formula 1 Grand Prix, 2001 Sea Games, 2000 & 2001 Le Tour de Langkawi as well as World Cup Golf 2000.
 - Oversaw a myriad of corporate affairs and public relations as well as customer service functions.
 - Organized various Proton Edar’s sponsored races while serving as the Lead Driver, Main Stunt Driver, Team Coordinator and Parts Controller for various motorsports events.
 - Performed as Proton Stunt Team for WAJA Launch Nationwide.
 - Successfully executed various Proton models and branding exercises.
- Sales Executive**, Lux Appliances (M) Sdn Bhd □ 1991 – 1992
- Carried out full cycle sales and support activities leading to the High Sales Achiever award during the annual sales conference.

ACADEMIC QUALIFICATIONS

Ph.D in International Business, UITM (on going)

Master of Science in Housing, Universiti Sains Malaysia (1999)

Degree in Management Majoring in Marketing (Hons.), Universiti Sains Malaysia (1998)

CONTINUOUS DEVELOPMENT

Business

2008 – 2011: Strategic Planning & Roadmap for the Organization | International Product Planning & International Marketing – Copenhagen, Denmark | Motorsports & Electronic Car Strategic Branding – Tokyo, Japan | Director’s SSM Training

2004 – 2008: Asia Pacific Distributors Convention, Sales & Marketing Conference | Strategic Marketing & Branding | Strategy Workshop | Product Strategy & Branding Workshop on Chevrolet | General Motors Overseas Distribution Corporation, Singapore | Branding Conference – Copenhagen, Denmark | Product Portfolio & Positioning Workshop – Frankfurt | English at Workplace | Brand Strategy Workshop

1999 – 2003: Strategic Marketing & Branding | Customer Relationship Management | Market Driven Strategy | Grooming – Image Development | Marketing Skills Development | Sales & Marketing Conference – Sydney, Australia | Strategic Planning & Marketing in International Business

SPECIAL MENTION

- HRDF Certified Trainer
- Certified Business Coach under the Ministry of Trade & Industry
- Certified Business Coach for TERAJU and INSKEN
- Qualified Performance Driving Instructor

- Business Advisory Coach – SME Bank
- Adjunct Lecturer- University Teknologi Petronas
- Expert-in-Residence – UKM
- Referees

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