

Shahrul Nasir

2/1 Armstrong Road, Bayswater | 0451 001 767 | shahrulnasir94@gmail.com

ABOUT

A highly motivated and results-oriented commercial analyst with over 7 years of experience in pricing and commercial analyst roles. Proven ability to deliver commercial outcomes by providing expert financial and commercial support, developing and maintaining strong relationships with stakeholders, and driving innovation through accurate and insightful analysis. Proficient in advanced data manipulation and financial modelling skills, including the use of Excel and Powerpoint.

PROFESSIONAL SKILLS

- Strong analytical skills and commercial acumen: I have the ability to analyze complex data, identify patterns and trends, and use this information to make informed business decisions.
- Effective team building: I am skilled at building effective teams that value autonomy and innovation, and I consistently focus on improving team effectiveness.
- Project management and organizational skills: I am skilled at managing multiple projects simultaneously, prioritizing tasks, and meeting deadlines in a fast-paced environment.
- Adaptability: I am flexible and adaptable during times of change, and I can contribute to the team's strategic goals.
- Excellent stakeholder management: I have the ability to manage stakeholder relationships at all levels of an organization, including the executive leadership level, and I am skilled at influencing outcomes.
- Strong communication skills: You are skilled at expressing your opinions and justifying your decisions in challenging discussions.
- Leadership: I have the ability to lead multiple workstreams within a complex, fast-paced environment.
- Positive and supportive culture: I am focused on developing a positive and supportive culture within your workgroup.
- Fast learner: I am able to quickly learn updates and new developments within software packages.

PROFESSIONAL EXPERIENCE

September 2022 - Present

Vocus

PRICING MANAGER

Key Responsibilities:

- Participated in and reviewed commercial components of bids and tenders to extract maximum value while maintaining high win probability.
- Ensured consistency between commercial offers and current market trends and competitiveness.
- Maintained competitor and market intelligence and conducted benchmarking to support offer development and decision-making.
- Managed costs and ensured timely feeding of these costs through pricing models and databases.
- Provided high-quality and timely advice to support internal teams regarding customer and product profitability and effective capital investment.
- Built financial models to support the business in making the right investment and business decisions.
- Supported the Finance Planning and Analysis team in developing overall Retail budgets and forecasts.
- Developed a strong skill set in commercial operations, financial modeling, and stakeholder management.

April 2022 – September 2022

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BP

COMMERCIAL ADVISOR

Key Responsibilities:

- Collaborated with Trading & Shipping teams to identify market opportunities and structure contracts and pricing to maximize organizational value.
- Accountable for forecasting Aviation fuels supply and demand for Australia & NZ, totaling over 3 billion liters of fuel per year.
- Conducted financial modeling to support business cases for network expansion and infrastructure changes, to further develop a competitive advantage in the market.
- Maintained competitor intelligence across supply chains and market pricing, and continuously reported on the organization's strengths and opportunities within the market.
- Liaised with midstream supply and logistics teams to manage supply issues and develop strategies to minimize the impact on the network and customers.
- Led projects and served as a subject matter expert for future sustainability initiatives, including a carbon-neutral product suite, electric vehicles, and hydrogen.
- Led the implementation of a carbon emissions accounting service to be included in the Carbon Solutions product suite.

October 2021 – April 2022

Viva Energy Australia Pty Ltd

COMMERCIAL ACCOUNT MANAGER, CARBON SOLUTIONS

Key Responsibilities:

- Worked in a newly formed division of Viva Energy, with a focus on sustainable solutions and strategies to help customers achieve their sustainability goals
- Designed, implemented, and managed pricing tools for direct support of RFP drafting and responses
- Led the project for designing and delivering a new suite of carbon neutral products across all commercial lines of business, including Aviation, Marine, Bitumen & Chemicals, Transport, and Resources
- Led the project for implementing a carbon emissions accounting service to be included within the Carbon Solutions product suite
- Established and nurtured key partnerships with third-party stakeholders to drive forward sustainability initiatives and expand Viva's alternate energy suite
- Accountable for Viva's carbon credit portfolio, including accurate forecasting, understanding of the Australian Carbon Credit Unit (ACCU) market and price volatility, devising strategies for credit purchase requirements to ensure commercial viability, and cross-business sales initiatives to market new products
- Possess advanced knowledge of multiple alternate energy solutions, including electric vehicles, hydrogen, carbon credits, biofuels, and biomethane
- Collaborated with sales and marketing teams across all business functions to develop product offerings for all future energy and sustainable solutions, including marketing material, product disclosure statements, case studies, pricing strategy, and presentations to help educate internal and external stakeholders of the product benefits and contribute to tender responses.

January 2020 – October 2021

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Viva Energy Australia Pty Ltd

KEY ACCOUNT MANAGER

Key Responsibilities:

- Managing customer relationship for Viva's largest Aviation bulk fuels customer, and securing contract for an additional three-year partnership
- Developing the recovery strategy for Aviation to help navigate through the challenges imposed by Covid-19 to the industry. Includes identifying areas for cost reduction, management of customer portfolio and market share, as well as establishing a dynamic recovery model which captures the impact of constant market and government changes to travel restrictions
- Completing analysis of market segmentation and sizing of the General Aviation Market. This analysis has been used to drive the marketing strategy within the industry and capture a larger proportion of the market
- Leading the Aviation sustainability initiative via carbon offsets for implementation in Q1 2021. This initiative has been used as a framework for other Lines of Business within Viva to expand their sustainable product range

July 2018 – January 2020

Viva Energy Australia Pty Ltd

COMMERCIAL ANALYST

Key Responsibilities:

- Accountable for the development and implementation of the commercial pricing strategy across Viva Energy's 3.4 billion litre Aviation portfolio
- Actively involved in the tender process through preparation of profitability models and sensitivity analysis, with a specific focus on maximising margins whilst achieving Viva's strategic goals
- Liaise with sales, supply, legal and finance on major supply agreements to ensure they are commercially viable
- Undertaking client portfolio analysis, financial modelling and scenario analysis to support commercially focused pricing solutions
- Maintained competitor intelligence and developed a pricing strategy in accordance findings which generated over \$2M.pa in value to our General Aviation division
- Review of commercial contracts periodically resulting in over \$1M.pa of cost recovery to Viva Energy
- Monthly demand/forecast planning to support our commercial planning process by identifying gaps in our network and opportunities for growth

Previous Roles:

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- **Nov 2017 – Jun 2018** | Project Engineer | Viva Energy Pty Ltd
- **Jul 2014 – Jan 2017** | Senior Settlements Associate | Macquarie Group Limited

QUALIFICATIONS

- **2011 – 2013** | Bachelor of Business (Banking and Finance) at Monash University

TECHNICAL SKILLS

- | | |
|-------------------------------------|--------------|
| • Proficiency with Microsoft Office | • Impera |
| • Project Management | • JDE |
| • Power BI | • Salesforce |
| • Forecasting and Demand Planning | |

REFEREES

Reference will be provided on request.