

STRATEGIC PLANNING | DIGITAL TRANSFORMATION | PROJECT MANAGEMENT

Visionary digital transformation leader with over two decades of experience architecting large-scale digital strategies and driving operational innovation across industries. Proven expertise in building and scaling digital ecosystems that combine technology, data, and agile operating models to unlock enterprise value. As Chief Digital Officer at FarmByte, I led the design and execution of a fully integrated digital strategy blueprint that aligns enterprise architecture, analytics, and platform scalability with business growth priorities.

My leadership spans across building high-performing product and engineering teams, implementing real-time data intelligence through AI/ML, and creating market-facing platforms that connect thousands of stakeholders across complex value chains. With a deep understanding of cloud-native infrastructure, predictive analytics, and user-centric product design, I have consistently transformed legacy processes into digitally enabled, customer-focused operations.

Passionate about delivering impact at scale, I specialize in mobilizing digital strategy from the ground up—converting vision into execution through strong governance, cross-functional alignment, and a culture of continuous improvement. My work at FarmByte demonstrates how end-to-end visibility, data monetization, and platform thinking can redefine how industries like agriculture operate in the digital era.

STRENGTHS

Digital Transformation	P&L Management	Change Management
Strategic Management	Corporate IT Strategy	Conflict Management
Project Management	IT Infrastructure Delivery	Team Management
Stakeholder Management	Enterprise Risk Management	Coaching & Mentoring

CAREER HIGHLIGHTS

- Launched a unified agri-digital ecosystem at FarmByte connecting over 3,500 farmers and 3,000 merchants.
- Automated 40% of back-office operations across 9 Asian countries at AXA Partners through regional digitization.
- Saved EUR 3.2M at Standard Chartered via Agile-driven regulatory and infrastructure transformation.
- Designed an asset-light supply chain model at FarmByte, enabling low-CAPEX scaling and hub monetization.
- Achieved ISO 27001 certification and MDEC Digital Company status within 12 months of FarmByte setup.

WORKING EXPERIENCE

Farmbyte (A JCorp Subsidiary) ● 2023 – Present

Chief Digital Officer

Key Strategic Achievements:

- Built a digital division of nearly 100 talents; launched a suite of apps connecting 3,500+ farmers and 3,000+ merchants.
- Delivered mobile-first SaaS platforms: farmer app, merchant portal, and ERP-integrated marketplace to streamline procurement, fulfilment, and inventory.
- Developed a pricing analytics engine that uses real-time and historical data to provide daily market signals and future price forecasts to both farmers and buyers.
- Implemented AI modules for crop demand forecasting and matching merchant demand with available field supply, increasing market responsiveness and reducing mismatch losses.
- Launched SKU-level margin analysis and business intelligence dashboards used by commercial and operational teams to make data-backed decisions on offtakes, pricing, and stocking.
- Designed and implemented a demand-led marketplace operating model supported by predictive analytics, replacing manual midstream operations with dynamic sourcing and fulfilment.
- Partnered with AWS and technology providers to scale cloud-native infrastructure, enhancing AI compute power and enabling real-time monitoring of field-to-fork operations.

- Established and operationalized a digital control tower, governing supply chain coordination and responding to supply-side disruptions to maintain customer service levels.
- Architected and deployed a comprehensive digital strategy blueprint aligning FarmByte's platform infrastructure with business goals, integrating cloud architecture, data pipelines, and AI/ML frameworks.
- Led FarmByte's recognition as a data-first agrifood tech platform, setting the stage for regional expansion and the monetization of data assets and platform services.

PETRONAS Dagangan

● 2021 – 2023

Head, Digital Retail

- Successfully led and managed large-scale digital transformation projects, demonstrating a deep understanding of complex technologies, compliance, and financial regulations, with a focus on expanding core service offerings such as cross-border payments.
- Leveraged strong leadership skills and technical expertise to guide cross-functional teams through the entire project lifecycle, from ideation to production, ensuring seamless integration of new technology solutions and alignment with organizational objectives.
- Excelled as a strategic visionary and change catalyst, adept at managing relationships with internal and external partners, utilizing outstanding communication and persuasion skills to engage C-level stakeholders and facilitate collaboration on product development and implementation.
- Employed data-driven problem-solving techniques to stay informed of emerging technologies and industry best practices, integrating them into the organization's operations to enhance efficiency and competitiveness in the cross-border payments landscape.
- Maintained consistent engagement with strategic partners and providers, fostering collaborative growth and innovation, while demonstrating exceptional leadership in budget planning, forecasting, and monitoring to ensure alignment with company financial objectives and successful execution of projects.
- Built and managed high-performing, fast-paced global teams with a focus on collaboration and knowledge sharing, leading the charge in retail automation and process optimization through the integration of DevOps methodologies.

Key Initiatives

- Spearheaded the development, delivery and proof of concept testing of the Government Targeted Subsidy Program for 5 selected e-wallets including GrabPay, MAE-Maybank, Boost, Setel and Touch & Go) within a challenging 2-month period.
- Led the successfully development and testing of Mesra Cardless Earning & Redemption project for including continuous monitoring and enhancements (CI/CD).
- Spearheaded the PDB payment switch migration, expertly managing the process from the tendering stage, including provider selection, through to deployment, while ensuring PDB compliance with PCIDSS requirements for bank card payment systems.

AXA Partner

● 2019 – 2021

Head, Portfolio Delivery

- Provided strategic guidance to the Regional CIO and Central IT executives as a trusted Digital Transformation Director, advising on investment prioritization within the Asia region.
- Supervised and led a team of technical experts in executing the Asia IT Cloudification Program, overseeing the establishment of regional cloud data centers, collaborating with stakeholders, and ensuring data confidentiality and security across 9 Asian countries.
- Devised a comprehensive 5-year regional digitization strategy and roadmap as a Digital Transformation Director, with the goal of automating 40% of back-office functions.
- Championed the successful implementation of digital transformation projects, including the Application Simplification Landscape, Regional Digitization Program, and Regional Cloudification Program, to maximize business value as a Digital Transformation Director.
- Oversaw the evaluation and improvement of IT investments in alignment with the new Agile transformation initiative as a Digital Transformation Director.
- Promoted the thorough planning and tracking of the regional Agile program, encompassing the formation of a factory development team and the reorganization of business divisions into smaller, more agile units, as a visionary leader in digital transformation.

Achievements:

- Improved efficiency by automating 40% of back-office operations through the deployment of digital transformation initiatives.
- Implemented a complex Regional Cyber Security Program for Asia, ensuring data protection and compliance.
- Streamlined IT investments through the evaluation and optimization process, resulting in cost savings and improved efficiency.

Regional Program & Portfolio Delivery Manager - ASEAN, South Asia, Europe & Americas

- Led the planning and execution of strategic IT and digital transformation projects across the ASEAN, South Asia, Europe, and Americas regions, focusing on infrastructure readiness, regulatory cloud compliance, and process automation.
- Managed program coordination, communication, and business continuity, as well as stakeholder relationships and project progress tracking and reporting.
- Oversaw the deployment of a regulatory cloud in the Asia region, ensuring compliance with local central bank regulations.
- Exceeded IT and program delivery targets by 125% in 2018, while also achieving cost savings of 20% through financial analysis and risk management.

AVP Global Project Delivery (ITO Regulatory, Digital Transformation & Strategy)

● 2016 – 2017

- Directed the management of ITO Regulatory and Digital Transformation projects across multiple regions, encompassing infrastructure, regulatory cloud, and process automation, with a focus on expanding cross-border payment capabilities.
- Spearheaded program coordination, communication, and stakeholder engagement, diligently monitoring project progress and budget allocation.
- Supervised the deployment of regulatory cloud solutions in Asia, ensuring compliance with central bank regulations and supporting the growth of core services, such as cross-border payments.
- Guided cross-functional teams in implementing regulatory cloud, RPA, data off-shoring/on-shoring, and IT infrastructure projects using SCRUM, AGILE, and Classic frameworks, fostering innovation and adaptability.
- Surpassed change implementation delivery rate target by 83% and achieved cost savings of \$3.2 million, demonstrating efficiency and effectiveness in a rapidly evolving financial environment.
- Decreased region-wide ITO operational costs by 12% in the first year and 25% in the subsequent year of the Business Cost Efficiency program, showcasing strong financial management skills and commitment to optimizing operations.

EARLY CAREER HISTORY**Infrastructure Program Manager, Hewlett Packard Enterprise**

● 2013 – 2016

- Managed the delivery of a green field cloud data center and disaster recovery project for Nokia across the Asia Pacific, Americas, and Europe regions, working with multi-discipline specialists to develop detailed plans.
- Oversaw the design of server infrastructure and disaster recovery sites, as well as the management of project finances and coordination of third-party vendors.
- Assisted the Contract Management team in securing a \$3.5 million annual EXADATA support contract with Nokia.

ERP Project Manager, Lafarge

● 2012 – 2013

- Oversaw planning and execution of P2P, O2C, IS, and R2R group projects
- Reported progress to the Project Director and key stakeholders and managed identified risks
- Coordinated tasks across departments as Program Manager
- Presented test results, resource cost reports, and project scope updates to management
- Monitored potential risks and provided updates to the Malaysia Lafarge Country Management committee.

Senior Project Manager, IBM

● 2011 – 2012

- Led the successful delivery of a solution for a customer using appropriate business measurements and terms and conditions, managing scope, cost, schedule, and contractual deliverables.
- Implemented the Global Delivery Framework for IBM Global Delivery Center Malaysia, which has now become the main process for project assignments.

Technical Project Manager, Aker Solutions

● 2010 – 2011

- Led the delivery of the Global VDI Project across the Asia, Europe and Africa regions in line with set costs, scopes and deadlines.

Technical Project Lead (Virtualization Specialist), Shell

● 2008 – 2010

- Served as subject matter expert in providing 3rd level support on ESX servers, VMWare, Windows, Exchange and Active Directory issues including root cause analysis for high severity incidents.
- Coordinated with Microsoft, HP and Cisco in ensuring timely completion of projects across the US, EMEA and APAC regions while providing post-implementation support on Hosting, Backup, Database and Data Recovery.

Project Engineer, Petronas

● 2004 – 2008

- Led the technical project team in responding to various desktop, network and IT systems requests for PETRONAS East Coast ICT operations.

EDUCATION

Master in Strategic Project Management, Heriot-Watts University

Master in Business Administration, Project Management, University of Selangor

Bachelor of Science, Information Systems (Corporate Finance), University Technology of Petronas

CERTIFICATIONS

Strategy: Strategy Implementation Professional (License number: 2001079637)

Project Management: PMP (License number: 1507958) | PMP Certification | Lean Management Six Sigma Black Belt | Certified Scrum Master (SCRUM Alliance) | Enterprise Portfolio Risk Management | Operational Risk Management | Agile & SCRUM Training

Microsoft: Microsoft Certified Professional | MCSE 2003 Server

VMware: VCP VMware Certified Professional | VMware P2V3 Assessment Certified | Virtual Infrastructure Business Continuity Certified

ITIL: ITIL v3 Foundation Certified | IT Service Management – based on ITIL