Rubiah Binti Ab Rahman

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Synopsis

An effective communicator and planner with ability to manage operations that convey value for both customers and organization.

Employment History

Position : Head, Credit Evaluation Name of Company : SME Bank

Rank : Senior Manager Specialization : Banking/Financial Services

Role : Business Banking Duration / Date : Jan 14 2013-Present

Location : Business Banking Division,

Menara SME, Jalan Sultan

Ismail, KL

Key roles & skills

Job Summary

- Ensure that the required bank's financial budgets for merit based customers are met.
- Implementing the Bank's policies and procedures for all credit applications processes; and
- Maintaining credit for clients of the Bank which includes investigating and analyzing risks for potential clients and continuing lines of credit for current clients.

Principal Responsibilities

- Supervise Branches performance especially on merit based portfolio
- Maintain the Bank's credit policies and procedures for credit application processes and recommend as necessary changes in the credit policies and procedures
- Be responsible for credit analysis and proposals, managing the risks and exposures for the Bank
- Evaluate credit processing and approval of major clients/customers including visit(s) to establish relations including staff's credit recommendations
- Supervise all Branch's RM's, Head, RM's and Head of Branch in ensuring that they achieve the required budget for merit based portfolio
- Monitor the credit granting/rejecting and updating process as well monitor periodic credit reviews
- Maintain acceptable delinquent and impaired portfolio of the Bank for need base customers.
- Ensure achievement of the required profit before tax
- Verify completed credit proposals and memo of changes from Business Centres and Branches and where required present the proposal or memo to relevant approving authority
- Provide update to Business Centres and Branches for any required amendments to the proposal or memo.
- Manage relations and negotiate with contracted third-party vendors in the delivery of the corresponding services such as credit reporting agencies, credit insurance providers and collection agencies
- Ensure Branch's comply with the stipulated client charter and the Bank's policy and procedure.
- Staff to comply & report on Anti Money Laundering (AMLA), frauds and defalcations (including attempted frauds), breaches of Code Of Ethics (COE), robberies & burglaries
- Perform any other duties and responsibilities as assigned from time to time

Key Accountabilities

- Credit granting process including the consistent application of a credit policy, periodic credit reviews of
 existing customers, and the assessment of the creditworthiness of potential customers.
- Policies and procedures on the standard banking lending guidelines.
- Credit proposal (CER) and memo of changes (MOC).
- Amendments of the CER or MOC.

Presenting the CER or MOC.

Position : Business Manager Name of Company : HSBC Amanah (M) Berhad

Rank : Assistant Vice President Specialization : Banking / Financial Services

Role : Commercial/Corporate Duration / Date : Dec 6 2010-Nov 30 2012

Banking

Location : Juru, Penang, Malaysia

Key roles and skills

Business Development

- Prospect and development new structured financing relationships to increase customer base
- Explore new business opportunities by adopting sophisticated Islamic concepts.
- Account Profitability
 - Maximize potential earnings and revenue from relationship.
 - Review and monitor revenue performance.
- Operations Management
 - Perform credit evaluation on financing applications and related request from customer for management approval.
 - Perform timely periodic review on all existing account while stipulated period.
 - Proactively manage/ monitor all existing accounts identifying Early Warning signals and undertake prompt measures to prevent non-performing financing (NPF).
- Service Management
 - Ensure quality of credit processing and promptness of submission.
 - Facilitate drawdown of newly approved facilities.
 - Provide customer level information to relevant parties with the bank.
- Client Relationship Management
 - Ultimate ownership of customer relationship and customer interface.
 - · Activate opportunities and risk criteria.
- Other Responsibility
 - Undertake additional responsibilities assigned by the immediate superior when required.

Position : Relationship Manager Name of Company : Affin Islamic Bank Berhad

Rank : Vice President 4 Specialization : Banking / Financial Services

Role : Commercial / Corporate Duration / Date : Jun 29 2009-May 16 2010

Location : Juru, Penang, Malaysia

Banking

Key roles and skills

Organization

- Support Heads of Business Loan Centres in commercial banking activities
- Business Development
 - Establish new business opportunities for Commercial/ SME loans
- Service Management
 - Maintain and enhance standards of service with existing commercial banking clients.
- Operations Management
 - Manage a portfolio of commercial / SME accounts
 - Monitor and ensure that accounts are not delinquent and to develop action plans to prevent non-performing loans
- · Customer Relationship Management
- Formulate and implement competitive customer retention and utilization strategies

Position: Account Relationship Name of Company: United Overseas Bank

Manager (Malaysia) Bhd

Rank : Manager Specialization : Banking / Financial Services

Role : Commercial / Corporate Duration / Date : April 1 2007-May 31 2009

Banking

Location : North Area Center, Penang

Key roles and skills

- Business Development
 - In charge of acquiring new customer and growing the existing portfolio by offering product solutions to assist the customers' business models.
 - Covering project financing and structuring of deals that will meet lending criteria. Role includes as ensuring customer satisfaction hereafter contributing to the division' profitability and growth.
- Operations Management
 - Responsible in optimum utilization of banking facilities and growth of portfolio.
 - Responsible for the credit evaluation and establishing and maintaining account relationships with both existing and prospective customers.

Position : Asst. Account Relationship Name of Company United Overseas Bank (Malaysia) Bhd

Manager

Senior Officer Specialization Banking / Financial Services Rank

Duration / Date Role Commercial / Corporate Mar 1 2000-Mar 31 2005

Banking

Location North Area Center, Penang

Position Class II Officer Name of Company United Overseas Bank

(Malaysia) Bhd

Rank Junior Officer Specialization Banking / Financial Services

Role Commercial / Corporate **Duration / Date** Mar 15 1993-Feb 29 2000

Location North Area Center, Penang

Banking

Core Competencies

Financial Analyst

Credit Assessment

Professional Development

Islamic Equity Financing

Islamic Debt Financing

Accomplishments

- MBA student with emphasis on Human Resource, Strategy and Business Management
- Successfully completed a 6 months development program which covered the following module:
 - Basic supervisory skill
 - Personal development
 - Interpersonal skills
 - Effective writing skills
 - Steps to service excellence
 - Customer care program
 - Telephone techniques
 - Personal grooming
 - Overview of the mechanics of the banking system

- Enhanced Financial and Management skills thru continuously learning
 - Moodys Financial Analyst
 - Fundamental of Credit
 - Credit Application and Loans Creation
 - ECM Notices
 - Practical selling Skills
- Completed Internal Credit Assessment (Business) which covered the following modules:
 - Credit Policy & Credit Process
 - Working Capital Cycle
 - Industry Risk
 - Business Risk
 - Facilities Structuring
 - Security Documentation
 - Loan Monitoring & Control
 - Financial Statement Analysis
 - Cash Flow Analysis
 - Financial Reporting & Disclosures

Key Skills

- Communication Deals with internal and external customers at all levels via face to face meeting, telephone and email, to ensure successful communication via actively listening and probing questions
- Problem solving Resolves in-depth queries in a methodical manner independently and with internal and external business partners to find appropriate resolutions, efficiencies and high level of quality
- Team Player Enjoys sharing knowledge and encouraging development of others to achieve specific team goals
- Planning and organizing Refined planning and organizational skills that balance work, team support and ad-hoc responsibilities in a timely and professional manner
- Systems knowledge â Experience in preparing and analyzing reporting data for management accurately and to timescales.

Current Salary : RM9,300.00 Availability / Resignation Notice Period : 3 months

Education

Masters in Business Administration (Universiti Sains Malaysia)

Specialize: Human Resources and Corporate Strategy

• Bachelor Degree in Management (Universiti Sains Malaysia)

Minor: Economy

Sijil Tinggi Persekolahan Malaysia (Sekolah Menengah Dato' Syed Omar, Alor Setar)

4 Principal (Art Stream)