## C:\Users\asaziz\Pictures\Marketing\4-6.JPGRésumé of: Asmadi Abd Aziz

17, Jalan Adang U8/17, Bukit Jelutong

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Date: 28 February 2014

Dynamic telecommunication professional with more than 20 years experience focusing in sales, business & organizational development, project management, international sales operations, technology development and customer relationships

Truly dedicated to the job with passion and determination for details and success; with strong leadership qualities and responsibilities in revenue/sales objectives and profitability

**Career Summary:**

***Summary:***

* **Sep 2005 – Present Country Manager – Malaysia & Brunei**

(Regional Account Manager)

CommScope

www.commscope.com

* Oct 2003-Sep 2005 Service Account Director

Alcatel Network System (M) Sdn Bhd

[www.alcatel.com](file:///C:\Users\asaziz\Documents\www.alcatel.com)

* July 2002-Oct 2003 General Manager

Dancom Telecommunication (M) Sdn Bhd

[www.dancom.com.my](file:///C:\Users\asaziz\Documents\www.dancom.com.my)

* Aug 1997-July 2002 Senior Manager - Marketing & Sales

Key Account TM Wireless and Celcom, Ericsson

[www.ericsson.com](file:///C:\Users\asaziz\Documents\www.ericsson.com)

* May 1995-Aug 1997 Senior Project Management Manager

Customer Division (Telekom Malaysia), Ericsson

[www.ericsson.com](file:///C:\Users\asaziz\Documents\www.ericsson.com)

* Jan 1994-May 1995 Account Manager

Marketing Division, Ericsson

[www.ericsson.com](file:///C:\Users\asaziz\Documents\www.ericsson.com)

* Jan 1990-Dec 1993 Senior Technical Training Engineer

Ericsson Academy Malaysia Sdn Bhd

[www.ericsson.com](file:///C:\Users\asaziz\Documents\www.ericsson.com)

* Dec 1988-Dec 1989 Production/Test Engineer

SGS-Thomson Microelectronics Sdn Bhd

[www.st.com](file:///C:\Users\asaziz\Documents\www.st.com)

***Education Background:***

February 1984 - May 1988

University of Evansville, Indiana, U.S.A

*Degree: Bachelor of Science in Electrical Engineering*

December 1983 - February 1984

Muar Science Secondary School, Johor

*Matriculation: Test of English for Foreign Students (TOEFL)*

January 1978 - November 1983

Negeri Sembilan Science Secondary School, Kuala Pilah

*Degree: First Grade in Malaysian Certificate of Education (SPM)*

January 1972 - December 1977

Dato’ Idris Primary School Tg. Ipoh, Kuala Pilah, N. Sembilan

*Degree: Standard Six Certificates*

***Working Experience (1):***

**Sep 2005 – Present**

#### Country Manager - Malaysia & Brunei

CommScope

Reports to: Regional Director (Asia Pacific), Melbourne, Australia

*Main Duties and responsibilities:*

* Responsible for Andrew Corporation local representative office for on behalf of Andrew Malaysia & Brunei in term of the local entity, organization development, profitability, legal, operations and others
* Responsible sales objectives within the designated countries and identify new market opportunities
* Develop the business plan, marketing plan and product strategy for all Andrew products
* Responsible for overall set-up of local representatives, distributors, channels and pricing and monitoring their performances
* Build and maintain relationships at levels within existing and future customers such as meetings, negotiations and discussions
* Monitors all orders, deliveries, invoicing and other operation matters are in proper orders and meet customers expectations
* Identify competition within the industry and develop strategy such that Andrew products are properly positioned and being the preferred solution by the customers
* Participates in RFQ, RFI or tenders whenever seen as competitive and strategic
* Prepares weekly reporting for sales, forecast and updates on market development for regional headquarters
* Conducts products presentations, seminars and participates on selected exhibition or conferences

*Major Achievements & Success Stories in CommScope*

* Winner of Commscope’s APAC 2013 Sales Transformation Person Award
* New market segments for Neutral Hosting in 2011
* Achieving CommScope Malaysia record sales for the year 2010
* Achieving Andrew Malaysia record sales for the year 2009
* Achieving Andrew Malaysia record sales for the year 2008
* Winner of Andrew Corporation’s ASIA PACIFIC TRAIL BLAZER AWARD-BUSINESS DEVELOPMENT 2007
* Achieving Andrew Malaysia record sales for the year 2007
* Re-establish Andrew Corporation presence in Malaysia by winning few major contracts with local telecommunications service provider
* Establish new network of resellers and partners
* Achieved 30% of yearly sales objectives within 1st quarter in Andrew Corporation

***Working Experience (2):***

**October 2003 – Sep 2005**

#### Service Account Director

Alcatel Network System (M) Sdn Bhd

Reports to: Managing Director

*Main Duties and responsibilities:*

* Formulate overall organization services policy and objectives for short and long term
* Oversee the growth of services sales within the organization such that services revenue shall be the major contributor for the organization
* Identify new services opportunities within the market such as Managed Services, Outsourcing, Professional Services and others by making service presentation to the customers
* Participate, prepare and lead in bid/tenders/quotation by ensuring services are reflected in the offers properly and in line with the company objectives
* Responsible for tender and contract management including contract negotiation and pricing strategy
* Monitors the profitability of all service sales and ensure service delivery are in accordance to the contractual obligation
* Create new services portfolios in line with the industry direction and whenever necessary customize services offer to adapt into local requirements
* Ensures that services delivery are in accordance to the contract and Service Level Agreement (SLA) and co-ordinates sub-contractor activities
* Performs market intelligence such that competitors activities are well monitored and provided feedback within the organisation such that Alcatel service offering are properly positioned
* Co-ordinates the service organization with the company and when necessary create services awareness and competence development program

*Major Achievements & Success Stories in Alcatel Network System Malaysia*

* Developed short and long term plan for services growth which inclusive of services product portfolios, Services Sales & Budget Plan, Service Delivery Organisation, Services Methodology and Services Pricing in line with the organisation policy
* Lead the Tendering/Bid Team in all tenders as such to ensure that all Services related activities is addressed in term of compliances, pricing, solution description and services strategic positioning
  + Have participated and lead on a total number of 45 tenders/bids within the major carrier/account namely Telekom Malaysia, Maxis, DiGi, TimedotCom, Celcom and TMI
* Outsourcing Proposal for Maxis
  + Identify key Business Divisions (BD) to lead the opportunities
  + Lead the bid Team in preparing the proposal business case and Alcatel key advantages
  + Prepares the profitability, legal and contract documents for the outsourcing proposal
  + Identify and lead the Service Delivery Team and all partners/subcontractors
* Outsourcing Proposal for Celcom
  + Identify key highly possible areas for outsourcing in Celcom in which Alcatel has key advantages
* Spare Part Management System for DiGi
  + Initiated DiGi interest for multi-vendor Spare Part Management Solution
  + Lead the discussion team with the respected vendors and push for Alcatel key advantages as multi-vendor solution
* Outsourcing Proposal for Tenaga Nasional Berhad (TNB)
  + Create a key alliances for win-win strategy in TNB SDH and fibre network outsourcing solution
  + Develop a compelling business case for TNB’s CEO in order to consider Alcatel as the preferred partner
* Hosted Solution Proposal for Celcom
  + Conducted activities and sales plan for Celcom hosting proposal where all mobile services is located under one platform and Alcatel proposal for Managed Services
* New Business for the Emerging Carriers in the Malaysian Market
  + Initiated business development activities within the new emerging carriers such as NasionCom, RedTone, Extiva, HitechPadu and others
  + Conducted seminars, presentation and meeting to strategically position Alcatel solution/services in accordance to the customer business plan
* Rapid Broadband Solution Deployment for Telekom Malaysia (TM)
  + Prepares a service oriented solution including consulting, managed operation and financing for the proposal
  + Perform Alcatel installed base assessments (network assessments) and due diligence as part of the proposal such that Alcatel advantages is highlighted

***Working Experience (3):***

**July 2002 -October 2003**

#### General Manager

Dancom Telecommunication (M) Sdn Bhd

Reports to: Group Managing Director

*Main Duties and responsibilities:*

* Responsible for the overall strategic decisions, profitability and charting the business direction of the company
* Manage and analyse the financial aspects of sales P&L, including accounts receivable, expenses and sales for the organisation
* Formulates short and long term goals of the organisation
* Identify new business opportunities for further business development of the company especially in the Telco sector
* Identify potential principals and/or products to be put into the organisation portfolio and maintain good relationships with the principals
* Plan, develop, and execute marketing and sales strategies and programs to meet organizational and business growth as well as product positioning and branding strategies
* Maintain good technical knowledge of the telecommunication industry both in the fixed and wireless world and also in the broadband applications (GSM, 2.5 G, 3G)
* Create and maintain good network of contacts throughout the telecommunication industry
* Manage existing projects such that all contractual obligations are fulfilled
* Identify and plan for personnel and staff development and also business process development

*Major Achievements & Success Stories in Dancom Telecommunication Sdn Bhd*

* Introduce more than 10 new principals and have partnership agreement with Dancom such as:
  + Dascom Technology
  + Ascom
  + Lucent Technologies
  + Kasda
  + Tailyn
  + Loop
  + Lifetree
  + SAF Microwaves
  + WiLan
  + L3
  + Orthogon Systems
  + Others
* Participates in the following tenders/RFQ:
  + XDSL Modem (TMB)
  + NGN IP Prepaid (TMB)
  + NGN IP Postpaid (TMB)
  + MiniMux (TMB)
  + 3G Billing (TMB)
  + DLC IEMS (TMB)
  + Fraud Management System (Maxis)
  + PDH Microwaves (Petronas)
  + Broad band Wireless Access (TimedotCom)
  + In-building Coverage (DiGi)
  + PDH Microwave (Celcom)
  + Compression System (Celcom)
  + Maintenance Outsourcing (Celcom)
  + Maintenance Outsourcing (TMB)
  + CDMA System (TMB)
* Set-up the Dancom Solution Group organisation by identifying the right candidates for key positions up to 20 personnel within 2 months
  + Developed bid/tender processes with toll-gates decision making criteria
  + Developed sales management processes in order to keep sales within the agreed plan
  + Developed project management & implementation processes
* Win the following contracts:
  + Supply and delivery of ADSL Modem (TMB) - RM 9 Million
  + Supply and delivery of DLC Integrated Element Management System – RM 13 Million
  + Design and Build of Telecommunication Towers (DiGi) – RM 15 Million
* Set-up organisation for Dancom overseas ventures:
  + Dancom International Pakistan
  + Indonesia

***Working Experience (4):***

**August 1997-July 2002**

#### Senior Manager - Marketing & Sales

Key Account TM Wireless and Celcom, Ericsson (Malaysia) Sdn. Bhd.,

Reports to: Vice President

*Main Duties and responsibilities:*

* Responsible for all marketing and sales activities within the Key Account Unit and to assist the Vice President in achieving the its visions and objectives
* Responsibilities to supply Ericsson (Malaysia) Sdn Bhd with capability and capacity for active marketing in scope and intensity expressed in the unit Marketing Plans
* Identifies and analyses business opportunities regarding public telecommunication systems, products and services
* Formulates annual market specific strategies, goals and main activities in the Market/Business Plan
* Liase with existing and potential customers in matters relating to Wireless and Wireline products in accordance to Ericsson product portfolio
* Prepare and administer proposal/quotation to customers
* Participate in meeting with customers, understanding customer’s requirement and whenever required make presentation to customers
* Assists the Vice President to ensure that offers and commitment to the market(s) are commercially sound and in accordance with current policies, strategies and plans
* Maintains a good general market knowledge, including political and economical development, trends and development within the field of telecommunications, decision-makers and decision parameters
* Ensures that market communication activities are performed in accordance to the unit goals and objectives
* Co-ordinates Ericsson activities with customers and other Ericsson business areas in order to obtain the best possible offer to the customer
* Introduces product launch plans and promotional activities to be carried out in co-operation with the relevant department in Ericsson and Principal Office in Sweden
* Co-ordinates product presentations, organise seminars and perform promotional activities for all products within the product portfolio in line with the market plan

*Major Achievements & Success Stories* *in Ericsson Malaysia Sdn Bhd*

* Telekom Malaysia Berhad

- Products: Ericsson’s 3G WCDMA

- Type: Successful “On-air” Trial of Ericsson 3G WCDMA and Trial Agreement

- Date Completed: June 2003

* TM Cellular Sdn Bhd (TMCSB)

- Products: GSM 1800

- Type Supply, Installation & Commissioning, and Maintenance Support

*-* Date Completed: January 2001

* Celcom Malaysia Berhad

- Products: GSM 900, IPT & TEMS

- Type: Maintenance and Support Agreement

- Date Completed: June 2003

* TM Cellular Sdn Bhd (TMCSB)

- Products: Billing Mediation Platform (BMP)

- Type Maintenance and Support Agreement

*-* Date Completed: January 2003

* Telekom Malaysia Berhad (TMB)

- Products: AXE Switching Systems

- Type: Supply, Installation & Commissioning

*-* Date Completed: June 1997

* TM Cellular Sdn Bhd (TMCSB)

- Products: Minilink-C Microwave Systems

- Type Maintenance and Support Agreement

*-* Date Completed: Feb 2002

* Telekom Malaysia Berhad (TMB)

- Products: AXE Switching Systems

- Type: Maintenance and Support Agreement

*-* Date Completed: June Feb 2002

* Telekom Malaysia Berhad (TMB)

- Products: Fibre-Optics Transmission and Radio in Local Loop (RiLL)

- Type: Maintenance and Support Agreement

*-* Date Completed: February 2002

***Working Experience (5):***

**May 1995-August 1997**

**Senior** **Project Management Manager**

Customer Division (Telekom Malaysia), Perwira Ericsson Sdn Bhd

Reports to: General Manager

*Main duties and responsibilities:*

* Responsible for the fulfillment of all project obligations as stipulated in the project specification (contracts)
* Perform process co-ordination within the organisation in order to ensure cross-functional activities are at the highest level of efficiency
* Ensure that a specified activity defined by the General Manager is carried out in an efficient manner within a given time frame and budget
* Perform Project Accounting such as to produce analysis reports to the General Manager on profit & loss and other deviations
* Follow-up of project progress financially and technically together with critical-path analysis
* Establish/lead a project group and identify the required personnel for the various tasks in each project
* Create a time plan with toll gates for each specific project and distribute to all relevant departments/division
* Secure the objectives of each project regarding time, profitability and technical completeness in term of quantity and quality
* Plan, co-ordinates project meeting with the customers and analyse customer needs in accordance to the contractual obligations
* Responsible for establishing and maintaining customer relation/contact and a continuous discussion with the customers regarding project implementation
* Perform any other special task within the project when so is requested by the General Manager

*Project/Product Responsible:*

* **AXE Switching Contract - Contract No. K1064/92**

- Provide commercial and technical solution towards TMB under the present switching contract

- Plan for marketing of various value-added services provided by the AXE switching system such as ISDN, CLIP, OSS and management products

- Plan and initiate marketing strategy for the extension of the present switching contract

* **RAS 1000 Project (RiLL) - Contract No. K1055/96**

- Monitor project progress in accordance with the contract documents and ensure all commercial and technical problem are strictly followed

- Initiate awareness programs to TMB’s rural customer in order to properly used the RAS 1000 Remote Terminal (SRT)

* **Intelligent Network (IN) Project – Contract No. K1064/92**

- Prepare a commercial and technical proposal for TMB Intelligent Network with an initial configuration for SCP and SSPs

- Co-ordinates various Ericsson IN product presentation on services such as Freephone, Prepaid card, VPN, etc.

* **TMOS XM-2 (Operation & Support System) - Contract No. K1064/92**

- Project implementation of TMB’s exchange manager OSS system nationwide

* **FOP/ Transmission - Contract No. K1193/93**

- Fibre Optic project with TMB which includes supply and installation of the fibre optic cables and other PDH equipment

* **ATUR (NMT 450) - Contract No. K1059/89 & K1250/94**

- Maintaining and up-grading the existing ATUR network for optimization inclusive digitalisation and fraud management

* **Service Management Application System (SMAS) Project**

- Planned, initiated and monitored TMB's SMAS project for the creation and management of IN services in AXE switches

* **Network Evaluation and Test System (NEAT) Project**

- Nationwide implementation of the NEAT system for TMB’s Network Quality System group

* **Telekom Cellular (TCSB) GSM 1800**

- Prepare and submit tender documents for TCSB PCN 1800 system covering switching, base stations, OSS, IN, services, training and terminals

* **Telekom Cellular (TCSB) Digital Microwave**

**-** Prepare and submit tender documents for TCSB digital microwave system

***Working Experience (6):***

**January 1994-May 1995**

**Account Manager**

Marketing Division, Perwira Ericsson Sdn Bhd

Reports to: Divisional Manager

**Division Quality Manager**

Marketing Division

*Main Duties and responsibilities:*

* Supply the Marketing Division with the capability and capacity for active product marketing in scope and intensity expressed in the Marketing Plan
* Take the necessary decision pertaining to the marketing products and services according to the Marketing Plan
* Have an insight knowledge of products and services
* Perform strategy analysis such as to provide feedback on telecommunication market network and competition analysis, co-ordinate replies to queries about market conditions and suggest strategic positioning and system solution
* Plan for promotion and public relation activities such as to co-ordinate product presentations, seminars, exhibitions and customer visit
* Participate actively in tender proposal preparation and to ensure successful submission of tender documents
* Lead the Contract Management activities by participating in contract negotiation and continue to provide commercial and technical support during and after the contract signing
* Sit as the Division Quality Manager and to manage all quality activities and requirements in order to maintain Ericsson’s MS ISO 9001:1994 certification
* Identify and execute improvement project activities within the division in the organization objectives towards Total Quality Management (TQM)

***Working Experience (7):***

**January 1990-December 1993**

**Senior Technical Training Engineer**

Ericsson Academy Malaysia Sdn Bhd

Reports to: Director of Academy

*Main duties and responsibilities:*

* To manage the Technical Training section of the Ericsson Academy in order to achieve excellent training program for various internal & external Ericsson’s customer worldwide
* Plan, prepare and conduct telecommunication-related training at the Academy or customer premises whenever required
* Identify training needs of customers and develop courses to meet customer requirements
* Have in depth knowledge in various telecommunication technology such as the Ericsson’s AXE-10 switching system including software programming, installation and testing. Also, to have a good expertise on the CCITT#7 signalling, mobile telephony system (TACS, D-AMPS and GSM), network transport system (PDH & SDH), access network products (DECT, PON & RiLL) and various telecommunication DC Power Supply Systems
* Manage and supervise the Academy training engineers in order to provide high quality and excellent training
* Conduct practical and theoretical training to internal & external customers at the Academy and travel to customer premises if required
* Prepare training plan, training programs and assessment methods for the courses in accordance with the Academy and customer objectives
* Perform various operation and maintenance activities such that the system is properly maintained at all times
* Have in depth knowledge of cellular mobile system

***Working Experience (8):***

**December 1988-December 1989**

**Production/Test Engineer**

SGS-Thomson Microelectronics Sdn Bhd, Muar Johor Darul Takzim

Reports to: Engineering Manager

*Main duties and responsibilities:*

* To manage the final test production line of the Integrated Circuit (IC) in order to achieve maximum output in accordance with the company production objectives
* To ensure and maintain the production output at the highest quality level at all times
* Test various types of semiconductor devices according to the specification to achieve production target and quality
* Analyse computerized tester program and feedback to central engineering division in the principal company
* Modify test-process to improve quality, yield and manpower effectiveness
* Prepare production planning such as budgeting, manpower allocation and machine/equipment and prepare periodic production report

***Training and Courses Attended:***

Technical Courses: - Introduction to Ericsson 3G WCDMA

- Ericsson’s Fraud and Security System

1. Telecom Management and Professional Services
2. CME 20 System Survey (GSM)
3. AXE 10 Extended Software Maintenance
4. AXE Transgate 2
5. Telephone Network 1 and 2
6. Introduction to AXE
7. AXE 10 Operation and Maintenance
8. CMS 88 System Survey (TACS/ETACS)
9. CMS 88 Operation & Maintenance (TACS/ETACS)
10. BZA 130 DC Power Supply System
11. BZA 205 DC Power Supply System
12. Transport Network Planning
13. Intelligent Network Survey

Non-technical Courses: - Ericsson Management Planning

1. Business Advantage
2. Ericsson Managers
3. Understanding Telecommunication Contracts
4. PROPS for Project Managers
5. Hay Job Evaluation
6. Course Development Procedures
7. Competency Based Training
8. ISO 9001 Quality Auditing
9. Introduction to International Quality Management System
10. Statistical Process Control
11. Total Quality Management
12. 7+7 Tools Improvement Process

***Programming and Computer Software:***

- Fortran - Microsoft Excel - Microsoft Power Point

- Pascal - Microsoft Word - Autocad

- Microsoft Project - C-language - Harvard Graphics

***Scholarship and Awards:***

1. CommScope 5 Years Service Awards
2. Public Services Department of Malaysia Scholarship (1984-1988)
3. Federal Government of Malaysia Scholarship (1977-1982)
4. Ericsson Management Development Program, Melbourne Australia (1991)
5. Ericsson Leadership Programme I and II
6. Ericsson’s Management Planning Candidate
7. Ericsson’s Ten Years Service Award

***Societies and Association:***

Member of the Institute of Engineers Malaysia, IEM (Since 1988)

***Personal data:***

Date of Birth: 26 January 1965

Sex: Male

Marital status: Married

Hobby: Golfing & Sports

##### References:

Name: Mr. Jasri Johari

Position: Managing Director

Badang Resources (M) Sdn Bhd

Contact Number: +60 13 3948263

Name: Mr. Khairul Akman Abu Bakar

Position: Senior Vice President

Dancom Technology (Hong Kong) Ltd

Contact Number: +60 19 2789980