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Top Skills

Software Engineering

Strategic Planning

Scenario Planning

Languages

English

Malay

Tamil

Shylendra A S Nathan

CEO | Growth & Strategy Leader | Urban Mobility, Sustainability & Decarbonization | Public-Private Partnerships | Business Transformation & Digital Innovation | Driving Scalable Impact Across Asia Pacific

Greater Kuala Lumpur

Summary

Singapore PR. Visionary and results-driven executive with over two decades of experience leading high-growth technology companies across Southeast Asia. Proven track record of driving operational excellence, revenue growth, and market expansion. Strong strategic acumen combined with expertise in team leadership, business development, and stakeholder management.

Experience

SOCAR Mobility Malaysia

Chief Executive Officer

August 2022 - July 2024 (2 years)

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

Executive Leadership in Malaysia & Indonesia: Orchestrated and led operations in Malaysia and Indonesia, directing a dynamic team of over 200 individuals towards achieving organizational objectives.

Strategic Financial Growth: Spearheaded a remarkable 32% enhancement in EBITDA during 2023, catalyzing the company's trajectory towards sustainable profitability.

Revenue Accountability: Demonstrated exemplary accountability by driving revenues surpassing RM1XX across the expansive markets of Malaysia and Indonesia, showcasing adeptness in revenue generation and market penetration strategies.

Cost Efficiency and Result Optimization: Implemented astute cost-cutting measures, resulting in a remarkable reduction of over 50% in marketing expenditures, while simultaneously maintaining stellar year-on-year performance metrics, underlining a commitment to efficiency and efficacy in resource allocation.

REA Group

General Manager - Malaysia

January 2021 - July 2022 (1 year 7 months)

Federal Territory of Kuala Lumpur, Malaysia

Strategic Leadership Post-Acquisition: Entrusted as Country Manager subsequent to the acquisition of iProperty.com.my by the esteemed PropertyGuru Group, demonstrating adeptness in navigating transitions and maximizing synergies.

Guidance Across Brands: Offered strategic direction and leadership for both PropertyGuru.com.my and iProperty.com.my, leveraging insights to propel both brands towards heightened market prominence and sustained growth achieving 90% market share.

Revenue-Focused Leadership: Headed the Malaysian Leadership Team, orchestrating initiatives aimed at driving revenue expansion and capitalizing on emerging opportunities, showcasing an ability to foster collaboration and alignment towards overarching business objectives.

Sales and Marketing Optimization: Strategically optimized sales and marketing frameworks, resulting in amplified market share and heightened audience engagement, illustrating proficiency in leveraging resources for maximal impact in competitive landscapes.

Compliance and Ethical Culture Champion: Ensured meticulous adherence to regulatory requirements while nurturing a workplace environment rooted in safety, integrity, and ethical conduct, reinforcing the organization's commitment to corporate governance and employee well-being.

Lendela

Co-founder & Mentor

July 2018 - December 2019 (1 year 6 months)

Singapore

Tech Startup Mentorship: Provided expert coaching and guidance to Malaysian tech startups as part of a government-funded initiative, with a specialized focus on ecommerce, SEO optimization, logistics enhancement, and fostering job creation, contributing significantly to the growth and sustainability of the local tech ecosystem.

Fintech Entrepreneurship: Pioneered the launch of a groundbreaking Fintech startup (Lendela), introducing a cutting-edge personal loan marketplace catering to the Southeast Asian market, demonstrating entrepreneurial vision and innovative prowess in addressing financial needs within the region.

Strategic Partnerships: Cultivated strategic alliances with prominent global lending institutions and lead generation partners, fortifying the startup's ecosystem and enhancing its market reach, positioning the venture for accelerated growth and market penetration.

Venture Capital Engagement: Spearheaded efforts to secure Series A funding by adeptly pitching to regional venture capitalists, showcasing the startup's potential for disruptive innovation and substantial market impact, thereby facilitating vital capital infusion for scaling operations and expanding market presence.

701Search Pte Ltd

3 years 3 months

Chief Operating Officer - 701Search

July 2017 - July 2018 (1 year 1 month)

Singapore

Oversaw regional operations for marketplaces owned by Telenor Online Classifieds across multiple countries, including Singapore (701Search, IMSold!), Malaysia (Mudah.my), Vietnam (Chotot.vn), and Myanmar (Onekyat).

Led the implementation of a new technology strategy and spearheaded regional product development initiatives to enhance market competitiveness and user experience.

Established a regional data and business intelligence hub to drive informed decision-making and optimize operational efficiencies across all marketplaces.

Chief Executive Officer - Onekyat

December 2016 - July 2018 (1 year 8 months)

Myanmar

Assumed full P&L responsibility for a mobile marketplace acquired by Telenor in Myanmar.

Implemented a novel strategy and introduced new products, swiftly propelling the marketplace to a prominent position within just 12 months.

Innovated promotional tactics to attract more customers and penetrate the market effectively, fostering increased engagement and driving substantial growth.

Chief Executive Officer - Ekhanei

May 2015 - June 2017 (2 years 2 months)

Bangladesh

Established one of Bangladesh's largest mobile marketplaces, contributing significantly to the country's digital economy.

Directed extensive recruitment and development programs, ensuring a highly skilled and efficient workforce to sustain operational excellence.

Managed key partnerships and strategic business relationships, adeptly negotiating contract terms and resolving conflicts to maintain productive collaborations.

Led the development of new mobile products and devised strategic initiatives to fortify the marketplace's market position and enhance competitiveness.

Google

3 years 5 months

Industry Head - Tech, Telco & Government

January 2012 - May 2015 (3 years 5 months)

Expanded Google Ads revenue across multiple channels including search, display, YouTube, and strategic partnerships within critical sectors such as telecommunications, fast-moving consumer goods, finance, and mobile technology.

Achieved a remarkable 100% year-over-year sales growth by skillfully overseeing major client accounts and driving adoption of cutting-edge Google products.

Implemented a consultative sales methodology aligned with strategic marketing directives to cultivate new business opportunities.

Generated substantial revenue growth and successfully negotiated high-value contracts exceeding seven figures with both national and multinational clientele.

Proactively identified and addressed sales and business strategy challenges, ensuring optimal performance and client satisfaction.

Head of Agency Relations

January 2012 - December 2012 (1 year)

Kuala Lumpur, Malaysia

Acted as the primary liaison between Google and Malaysia's top five media buying and creative agencies, fostering strong relationships.

Secured substantial annual sales agreements for YouTube and display products, driving revenue growth.

Cultivated robust connections with C-level executives across leading media and creative agencies, enhancing collaboration and strategic alignment.

Achieved a notable 100% year-over-year increase in sales quotas through effective partnership development with agency counterparts.

Championed the adoption of digital marketing practices among key partners, promoting innovation and industry advancement.

Mudah.my Sdn Bhd

General Manager

September 2007 - December 2011 (4 years 4 months)

Founded and led the flourishing online marketplace startup, Mudah.my, in Malaysia.

Strategically developed the brand's online presence through search engine marketing (SEM) and impactful online advertising, leveraging social media platforms, resulting in achieving market dominance within just 18 months.

Achieved consistent revenue growth exceeding 100% year-over-year since 2008.

Implemented diversified revenue channels including classifieds advertising and display advertising to drive sustained profitability.

Directed and optimized services tailored to professional sellers by efficiently coordinating daily operations.

Expanded revenue streams through cost reduction initiatives, meticulous schedule management, and comprehensive variance and risk analysis, enabling swift implementation of corrective measures.

Multimedia Development Corporation (MDeC)

Head, Assessment & Industry Development

December 2006 - September 2007 (10 months)

Cyberjaya

Guided a team of business analysts in scrutinizing business plans for MSC Malaysia Status, presenting findings to an executive approval committee.

Dedicated to fostering growth among MSC Malaysia Status companies, enhancing competitiveness, bolstering revenue streams, fostering job creation, and amplifying export potential.

Oversaw MSC Malaysia Software programs in collaboration with industry partners, ensuring alignment with organizational objectives and industry standards.

Directed a business analyst team responsible for evaluating startups and investments to determine eligibility for tax incentives, driving strategic investment decisions.

Motorola Technology Sdn Bhd

Software Engineering Manager

October 2005 - December 2006 (1 year 3 months)

Penang, Malaysia

As a Software Engineering Manager, I led pioneering initiatives in next-generation communication technology.

I effectively managed a skilled team of 8 software engineers, driving the development of advanced digital radio software solutions.

My responsibilities included designing embedded software, firmware, and interfaces specifically crafted for deployment in the public safety sector, guaranteeing both reliability and peak performance.

Handisplay (M) Sdn Bhd

Chief Technology Officer

May 2002 - September 2005 (3 years 5 months)

Cyberjaya

Headed a compact team of developers based in Cyberjaya, Malaysia, for a US-based startup focused on mobile device software development.

Successfully spearheaded the development of Handimail, an innovative SMS-based mobile email service.

Secured a substantial RM2.6 Million research and development grant from the government to further enhance product innovation.

Secured RM1 Million in venture capital funding to support the growth and expansion of the startup.

Formulated and executed a comprehensive long-term strategic technological roadmap to drive the business forward.

Comet Technology Sdn Bhd

Co-Founder

January 2001 - April 2002 (1 year 4 months)

Cyberjaya

Founded and launched a startup specializing in WiFi network design and implementation services.

Successfully designed and implemented a sizable private wireless network (WiFi) utilizing 802.11a technology for a government-owned entity in Putrajaya.

Played a pivotal role in designing and implementing wireless infrastructure for WiFi kiosks, CCTV systems, VMS, and P2P networks in Putrajaya, contributing to the city's technological advancement and connectivity.

Multimedia Development Corporation (MDeC)

Account Manager

June 2000 - December 2000 (7 months)

Cyberjaya

Assessed technology investments and business proposals within the Malaysian Silicon Valley, Cyberjaya, to facilitate informed decision-making.

Delivered comprehensive business proposals to a government committee, strategically outlining the merits and potential of each venture to secure MSC status in accordance with the Bill of Guarantees.

Admiral IT Services

Software Engineer

September 1999 - May 2000 (9 months)

Kuala Lumpur, Malaysia

Engineered customized client-server software solutions tailored for distinguished clients including Guinness Anchor Breweries and Shell Malaysia.

Performed rigorous regression testing, meticulously analyzing outcomes, and providing valuable insights to the development team.

Enhanced system performance through proactive adjustments and meticulous bug resolution, ensuring optimal functionality.

Revamped, modularized, and modernized legacy code bases to align with contemporary development standards, thereby reducing operational costs.

Utilized development tools such as PowerBuilder and Sybase to facilitate efficient software development processes.

Westports Malaysia

Analyst Programmer

February 1998 - September 1999 (1 year 8 months)

Port Klang

Engineered a billing module for a fully automated conventional cargo handling system at Westport Malaysia.

Enhanced information sharing by refining interfaces between computer systems, promoting seamless data exchange.

Conducted comprehensive process mapping to scrutinize business flow holistically, pinpointing areas for enhancement.

Led system analysis, documentation, testing, implementation, and user support during platform transitions.

Utilized PowerBuilder and Oracle database as primary development tools to ensure efficient development and seamless integration.

Education

University of Strathclyde

MBA, Business Administration and Management, General · (2006)

Southern Cross University

Bachelor's degree, Information Technology · (1998)