

AZAMIN ISKANDAR YEOP RASHIDI

Strategic Implementor

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PROFILE

Visionary professional with an exceptional track record driving organisational success through strategic initiatives. A seasoned executive with over 28 years of diverse experience in financial markets, technology, hospitality, talent development, and recruitment, adept at anticipating evolving stakeholder needs.

Recognised for building robust networks and forging meaningful industry partnerships, excelling in creating and executing strategic plans that fuel sustainable growth. Possessing an innovative mindset, I have pioneered cutting-edge programs that address dynamic social challenges, driving positive societal change and empowering individuals.

In the role of a strategist, I leverage strategic acumen to shape and execute the organisation's vision. With a keen eye for emerging trends and market dynamics, I drive transformative strategies for long-term success. Through fostering strategic partnerships, innovation, and consistently delivering exceptional outcomes, I contribute to the organization's growth and establish it as an industry leader.

EXPERIENCE

Injaz Energy Sdn Bhd – Well Intervention Solutions Provider

Business Startup Consultant

Apr 2023 to current

- Business startup consultant for an oil and gas firm specialising in well-rejuvenation and plug & abandonment services.
- Developed a comprehensive business plan, articulating the company's vision, mission, and long-term goals while defining market positioning and target clientele.
- Orchestrated financial modelling, cash flow projections, and budget planning to secure initial funding from investors, expertly pitching the startup to stakeholders.
- Pioneered the setup of operational infrastructure, including office facilities and seamless collaboration with equipment fabricators.
- Offer ongoing advisory services to the management team, providing strategic guidance on business aspects, market trends, and growth opportunities.

- Demonstrated adaptability and flexibility in a dynamic startup environment, seamlessly undertaking diverse tasks to support exponential company growth.

Karya.asia – Blockchain Generative Ai Talent Marketplace

Co-Founder

Mar 2023 to current

- Developed the original concept and vision for the talent marketplace, leveraging blockchain-tokenised ID technology and generative AI to revolutionise the recruitment industry.
- Formulated a comprehensive business plan, outlining the platform's objectives, revenue model, marketing strategies, and expansion plans.
- Currently leading a team of developers to design and build the talent marketplace platform, focusing on user experience, scalability, and seamless integration with AI components.
- Responsible to develop a robust market penetration and growth strategy. Using innovative marketing campaigns to attract both job seekers and employers. Will oversee the implementation of digital marketing initiatives, social media campaigns, and strategic advertising to enhance brand visibility and attract a diverse talent pool.
- Currently partnering with Ebric (Malaysia) Sdn Bhd to work on the integration of blockchain-tokenised ID technology into karya.asia, ensuring transparency, security, and immutability of talent data and transactions.

Imaginar Sdn Bhd – Talent Development

Head, Strategy

Jan 2019 to Dec 2022

- Initiated the development of a partnership with Cyber Security Malaysia (CSM) and Universiti Teknologi MARA (UiTM) to build a cybersecurity talent pipeline for Malaysia.
- Partnership with Huawei Technologies (Malaysia) Sdn Bhd to manage a graduate recruitment certification program under the Ministry of Higher Education (MOHE) named Huawei Certified ICT Associate Program for 500 graduates in 20 public universities.
- Developed and administered “Starpitch” – a communication skills development programme under Ministry of Higher Education (MOHE) and Universiti Teknologi MARA (UiTM) for 2020 & 2021 involving 200 graduates.

- Conceptualised and developed a partnership with Halal Development Corporation Berhad (HDC) to enable a niche talent sourcing and matching platform for global halal businesses.
- Conceptualised and developed a marketplace web application for talent sourcing and recruitment matching for job seekers and employers that utilises personality profiling called talentlounge.co.
- Conceptualised a structured framework for the Malaysian Investment Development Corporation (MIDA) for the International Internship Initiative program.

Innovatis Sdn Bhd – Social Innovation

Managing Director, Co-Founder

Jan 2006 to Dec 2018

- Developed and commercialised a real-time capital market information system covering both fundamental and technical aspects of equities trading over the Bursa Malaysia to both institutional and retail investors in Malaysia & Singapore.
- Developed and managed a “Bridging the Gap” graduate employability program under the Ministry of Higher Education (MOHE) named the University Pathfinder Investment Camp (UPIC) across 20 public universities which trained graduates in both hard and soft skills for employment within the financial sector as stockbrokers, investment analysts and bankers. The program was conducted for 3 years and successfully obtained employment for 1,500 licensed graduates in the capital markets.
- Conceptualised and managed a career development centre for the Perak state government from 2013 to 2018. Designed, developed, and implemented comprehensive career development programs and workshops for students and alumni, focusing on resume writing, interview skills, job search strategies, and professional development. Further to this, Successfully organized and coordinated career fairs, ensuring seamless logistics, venue arrangements, and timely execution of the event.
- Conceptualised, developed and deployed a digital platform for secondary students to discover their strengths, passions, suitable career roles and education pathway to achieve their goalsthrough a series of psychometric tests and algorithms. In collaboration with the Ministry of Education (MOE) across 46 schools as a pilot project in early 2017.
- Spearheaded the launch of a music and arts launch pad and event space that focuses in Petaling Jaya called Talentlounge. Formulated the business development plans and standard operating procedures for the operations and optimised operational performance across a broad range of segmented activities. Organised more than 650 events from inception in 2014 till its closure in late 2018.

- Conceptualised, constructed and managed a 12-villa resort on a remote bay in Redang Island. It rose to number 1 on Tripadvisor ahead of 12 other resorts and lodgings. After 5 years of operations, It was sold making it the first resort owned by a group of Redang Island village inhabitants.

PCM Sdn Bhd – Boutique Fund Management

Executive Director, Fund Manager

Jan 2000 to May 2005

- Licenced under the Securities Commission, the firm managed funds amounting to RM52 million on behalf of high net-worth clients and assisted 22 listed companies to raise funds via structuring listing exercises, mergers & takeovers and private placement exercises.

TA Futures & Options Sdn Bhd – Futures Broking

Futures & Options Dealer's Representative

Jan 1998 to Dec 2000

- Handled the retail market for futures commodities and bursa index trading for the proprietary retail markets.

Kenanga Deutsche Morgan Grenfell Sdn Bhd – Stockbroking

Dealer's Representative

Apr 1996 to Dec 1997

- Handled trading for Deutsche Morgan Grenfell Ltd clients from Singapore, Hong Kong, London and New York desk with an average daily volume of RM60 million.

PFM Sdn Bhd (Subsidiary of Permodalan Nasional Berhad) – Fund Management

Investment Analyst

Sep 1994 to Mar 1995

- Conducted in-depth analytical research and managed internal equity portfolios covering the utilities and timber sector.

COMPETENCY

- Strategic Vision: Develop a clear and forward-thinking vision for enhancing the organisation's strategic growth plans.
- Relationship Building: Build strong relationships with stakeholders and clients through effective networking and interpersonal skills.
- Project Management: Strong project management skills in managing timelines, allocating resources effectively, and coordinating multiple stakeholders to ensure successful outcomes.
- Leadership and Collaboration: Demonstrate strong leadership skills to manage teams, collaborate with departments, and foster a culture of innovation.

EDUCATION

University of Wolverhampton
Wolverhampton, United Kingdom.
LLB (Hons)
1990 – 1994

Taylor's College
Petaling Jaya, Selangor.
Canadian Grade 13
1988 – 1989

Sekolah Menengah Tuanku Syed Putra
Kangar, Perlis.
Sijil Pelajaran Malaysia
1984-1987

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