

## **BIODATA OF MANAGING DIRECTOR**

**ZULKARNIAN MAZLAN *MCIM (UK), AIBM, DIA***

### **Current Positions**

- Managing Director MSSB
- Managing Consultant MSSB
- Corporate Advisor - Wawasan Sejahtera Sdn Bhd
- Project Manager - Yayasan Kebajikan Atlet Kebangsaan

### **Academic Qualifications**

- Studied Executive Master in Business Administration in International Marketing, Berne University of Applied Science, Switzerland.
- Postgraduate Diploma in Marketing, Chartered Institute of Marketing, United Kingdom.
- Postgraduate Diploma in Marketing, Berne University of Applied Science, Switzerland.
- Postgraduate Diploma in Marketing in New Economy, Berne University of Applied Science, Switzerland.
- Postgraduate Diploma in Pacific Regional Business Development, Berne University of Applied Science, Switzerland.
- Diploma in Accountancy, MARA Institute of Technology.
- Syariah Certificate, University Malaya.
- Former School Royal Military College, Sg Besi.

### **Professional Experiences**

- Managing Consultant / Project Manager

- Preparation of Yayasan Kebajikan Atlet Kebangsaan blueprint for Kementerian Belia dan Sukan and Majlis Sukan Negara, 2007 – 2008.
- Preparation of REDAR Model for MSSB Training and Consultation 2006 – 2007.  
(REDAR – Realisation, Encouragement, Development, Action and Review).
- Motivational and Business Trainer 2006 to present.
- Seconded to Commerce Asset Holding Bhd for the implementation of Bancassurance Blueprint prepared by AT Kearney (International Consultant) 2004 – 2005
  - Prepare and provide training for Personal Financial Analyst of Bumiputra-Commerce Bank Bhd (BCBB).
  - Road show and Branch Visit
  - Selection of consultant for Lead Generation System training
  - Work with Watson Wyatt to prepare the Lead Generation System.
- Branch Manager, Rawang, Bumiputra Commerce Finance (BCF) 2002 – 2004
- Head of Department , Central Regional Centre 1998 – 2002
  - Collection
  - Disbursement and Documentation
  - Litigation
- Branch Manager, Klang, (BCF) 1996 – 1997
- Branch Manager, Taiping, (BCF) 1994 - 1996
- Assistant Manager, Ipoh, (BCF) 1992 - 1994
- Internal Audit Supervisor (BCF) 1990 – 1992
- Assistant Manager, Alor Star, (BCF) 1989 - 1990
- Head of Accounts Kuala Lumpur (BCF) 1986 – 1989
- Internal Audit Officer (BCF) 1983 – 1986

## **Memberships**

- Member of Chartered Institute of Marketing, UK
- Associate Member of Institute of Bankers Malaysia
- Member of Old Puteras Association (RMC Sg Besi)
- Member of Persatuan Pengguna Islam Malaysia

## **Specialisation**

- REDAR Model – Motivational and Development Program
- Business Improvement Process / Business Re-Engineering
- Marketing Development
- Positioning and Branding of Product / Services
- Event Management Training
- Blueprint Development
- Hire Purchase Business Development
- Credit Management
- Hire Purchase Business
- 14 Ps of Marketing Mix

## **Others**

- TV appearance on RTM TV1 Bisnes Malaysia talking on “Penjenamaan untuk IKS”
- TV appearance on Hello on 2 talking on Self Esteem – “ The basis of Human Capital Development “
- Trained by Professor Dr Lester Massingham, the co-author for the book “ Essentials of Marketing “ which was developed for student of Chartered Institute of Marketing, UK
- Trained by Dr Micheal Lim, an international marketing and business development consultant for Sun Group of China and who is also the Senior Examiner for Chartered Institute of Marketing (UK)
- Panel judge for Tabung Haji TQM competition.