

Idlif Executive Education Center



WOMEN LEADERSHIP CONFERENCE (WLC)

TWO-FULL-DAY RESIDENTIAL PROGRAM*
ASIA SCHOOL OF BUSINESS, KUALA LUMPUR

WELCOME TO OUR WOMEN EMPOWERMENT SEMINAR IN MALAYSIA!

Malaysia has made significant strides towards women's empowerment, particularly in education and employment. Women in Malaysia have equal access to education and are increasingly represented in various fields of employment, including politics, business, and the public sector. The Malaysian Government has implemented various policies and initiatives to support women's empowerment, including the National Policy on Women and the Malaysian National Plan of Action for the Advancement of Women.

In light of these advancements, we invite you to join us for an engaging and transformative event that will highlight the progress, challenges, and opportunities for women's empowerment in Malaysia. But, that's not all – delegates will also immerse themselves in a variety of stimulating experiential and practical workshops throughout the two-day conference.

LEARNING OUTCOMES

- 1 Strengthen your network and build relationships with peers across different industries and fields to form a supportive community.
- 2 Learn and gain insights into different leadership styles and approaches through real-world scenarios and case studies.
- 3 Build confidence and self-belief through positive self-talk and reframing negative thoughts.
- 4 Seek out mentorship and support to overcome self-doubt and imposter syndrome.
- 5 Identify and address biases and systemic barriers to diversity, equity, and inclusion.
- 6 Collaborate with others to create a more significant impact and drive meaningful change.

SPEAKERS



Sanjay Sarma
Chief Executive Officer,
President and Dean,
Asia School of Business



Melati Nungsari
Associate Professor of
Economics, Asia School of
Business
Faculty Director, ASEAN
Research Center
Research Affiliate, MIT Sloan
School of Management



Dato' Zuraidah Atan
Director and Chairman,
Audit and Risk Committee,
Pengurusan Aset Air Berhad
(PAAB)



Dato' Sri Suriani Ahmad
Secretary General, Ministry of
Entrepreneur and Cooperatives
Development (MECD)



Datuk (Dr) Nora Manaf
Group Chief Human Capital
Officer, Maybank



Shamir Hameed
Assistant Vice President,
Marketing & Brand Strategy,
Astro AWANI



Yi-Ren Wang
Assistant Professor of
Organisational Behaviour,
Asia School of Business



Gladys Goh
Senior Vice-President, Strategic
Innovation
& Marketing, NIPSEA Group
Deputy President of Nippon
Paint Marine Coatings



Tan Sri Dr Noorul Ainur
Chairman, University College
of Yayasan Pahang



**Dato' Raiha Azni Abd
Rahman**
Member, Board of Directors,
Asia School of Business



Marina Md Taib
Vice President,
Treasury, Petronas



Kristina Rai
Chief Operating Officer,
Asia School of Business



Sanjay Sarma

Chief Executive Officer, President and Dean,
Asia School of Business

Sanjay Sarma is the CEO, President, and Dean of the Asia School of Business. He's also a Professor of Mechanical Engineering and the Sloan School of Management at MIT. Formerly MIT's VP for Open Learning, he led OpenCourseWare and spearheaded MITx, MicroMasters, the MIT Integrated Learning Initiative, and Jameel World Education Lab. Sanjay co-founded MIT's Auto-ID Center, a driving force behind the global EPC RFID standards. He co-founded OATSystems, acquired by Checkpoint Systems. He led MIT's team in establishing Singapore University of Technology and Design, serving on boards like Hochschild Mining and Aclara Resources.

With degrees from IIT, Carnegie Mellon, and UC Berkeley, he's worked at Schlumberger, Lawrence Berkeley Labs, and OATSystems. Research covers IoT, RFID, autonomy, cybersecurity, education, and more. An author of 3 books—The Inversion Factor, Grasp, and Workforce Education—Sanjay's contributions have shaped industries globally.



Melati Nungsari

Associate Professor of Economics, Asia School of Business
Faculty Director, ASEAN Research Center
Research Affiliate, MIT Sloan School of Management

Melati Nungsari is an Associate Professor of Economics at the Asia School of Business and a Research Affiliate at MIT Sloan School of Management. Her expertise spans applied microeconomics, with a particular focus on industrial organization, public economics, market design, and economic education.

She holds a Ph.D. in Economics from the University of North Carolina, where her research delves into areas such as two-sided matching platforms, firm pricing strategies for addressing negative externalities, and important public policy concerns including refugee labor market integration. Nungsari's exploration also extends to retirement markets in Chile and Malaysia, labor market discrimination, and innovative approaches to economic education.

Having previously taught at Davidson College and Butler University, she boasts multiple teaching awards and is a member of Phi Beta Kappa. An avid Op-Ed contributor, her insights are published in esteemed platforms like The Edge Malaysia Weekly and the Chronicle of Higher Education. As a global speaker, she has presented her research across various international venues. Originating from Penang, Malaysia, her distinct background significantly enriches her academic contributions.



Dato' Zuraidah Atan

Director and Chairman, Audit and Risk Committee,
Pengurusan Aset Air Berhad (PAAB)

Dato' Zuraidah Atan, a dynamic Advocate & Solicitor, heads her firm, Chambers of Zuraidah Atan. Her educational foundation includes an LLB (Hons) from The University of Buckingham, England, and a Malaysian Qualifying Board Certificate in Legal Practice (CLP) with Honors in 1992. Further enhancing her capabilities, she pursued the Harvard Business School Executive Education Program "Making Corporate Boards More Effective" in 2013. She is also an alumna of Tunku Kurshiah College.

Throughout a distinguished three-decade career in banking and finance, Dato' Zuraidah has achieved remarkable milestones. Notably, she shattered barriers by serving as the President & CEO of Affin Merchant Bank (now Investment Bank), becoming a trailblazing female Bumiputera bank leader in Malaysia between 1999 and 2003. Her areas of expertise encompass cross-border transactions, spanning Corporate Banking, Finance, Capital Markets, and Corporate Debt Restructuring.

Dato' Zuraidah's influence extends to numerous boards, with her involvement commencing in 2004. These boards include HSBC Bank, Bank Rakyat, MBSB Berhad, Petron Malaysia, Northport (NCB Holdings Berhad), and various other Public Listed Companies (PLCs). Additionally, she has left her mark on the university boards of Universiti Utara Malaysia and Universiti Sains Malaysia.

Her professional journey features her retirement in 2022 from the Board of Kenanga Islamic Investors Berhad after dedicated service spanning over 11 years. In 2017, she fulfilled her role as a Public Interest Director of Bursa Malaysia Berhad, Bursa Malaysia Derivatives Berhad, and Bursa Malaysia Derivatives Clearing Berhad. Notably, she served two terms as an Independent Member for the Consultation & Corruption Prevention Panel of the Malaysian Anti-Corruption Commission (MACC).

Having concluded her tenure with S P Setia Berhad's Board Audit Committee after nine years, Dato' Zuraidah took on a significant role on the Board of Pengurusan Aset Air Berhad, an MoF Inc. company central to the restructuring of Malaysia's water services industry, effective May 11, 2023. In this capacity, she also holds the position of Chair for the Board Audit and Risk Committee. Additionally, she contributes her expertise as an Adjunct Professor at the UPM School of Business and Economics.

In her continued role as an advocate and solicitor, she actively participates in volunteer work. Presently, she is gearing up for her upcoming joint volunteer project: the PADI AWARE Dive Against Debris® and Beach Cleanup event scheduled for September 8th to 10th, 2023, at Long Beach, Pulau Perhentian Kecil, Terengganu.



Dato' Sri Suriani Ahmad

Secretary General, Ministry of Entrepreneur and Cooperatives Development (MECD)

Born in Perlis on July 25th, 1968, Dato' Sri Suriani graduated from Universiti Sains Malaysia (USM) in 1993 with a Bachelor's Degree in Communications (Honours). She later earned her Master of Arts in Strategy and Diplomacy from Universiti Kebangsaan Malaysia in 2006.

Initiating her professional journey at BERNAMA, she served as an Editorial Executive upon completing her 1993 degree. In 1994, she embarked on her Administrative and Diplomatic Service tenure, initially stationed at the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU) within the Prime Minister's Department. Her 1996 completion of the Diploma in Public Management marked an achievement, securing her a place in the class's top 10 and earning her an excellence award.

Dato' Sri Suriani possesses an extensive trade and industry background, highlighted by her 12 years of service at the Ministry of International Trade and Industry (MITI). She held roles such as Assistant Secretary for Bilateral and Regional Division, ASEAN Economic Cooperation Division, Principal Assistant Director at the Multilateral Trade and Policy Division, and Director of FTA Policy and Negotiations Coordination Division.

Her journey encompassed diverse roles, including Manager for the Corporate Planning Division of Proton Holdings under the Prime Minister's cross-fertilization program, followed by positions in the Ministry of Defence (MinDef), Ministry of Home Affairs (KDN), Ministry of Women, Family and Community Development (KPWK), and the National Institute of Public Administration (INTAN). In 2019, she was appointed Secretary General of the Ministry of Communications and Multimedia Malaysia (KKMM), and as of November 4th, 2020, she assumed the role of Secretary General of the Ministry of Entrepreneur and Cooperatives Development (MECD). In 2020, Dato' Sri Suriani was also appointed as an Adjunct Professor at School of Multimedia Technology and Communication (SMTC) Universiti Utara Malaysia (UUM).

Her exceptional contributions garnered numerous awards, including Best Officer Award (1999) and Excellent Employee Award (2000). She received state awards from the Raja of Perlis and Sultan of Pahang, recognizing her accomplishments.

Married and a mother of three, Dato' Sri Suriani is an avid reader and enjoys traveling.



Datuk (Dr) Nora Manaf

Group Chief Human Capital Officer, Maybank

Datuk (Dr) Nora Manaf holds the position of Group Chief Human Capital Officer and is a key member of Maybank's Group EXCO. Alongside these roles, she chairs national-level committees and serves on significant Boards, contributing extensively to Malaysia's financial, employer, and education sectors. Her impact is far-reaching, evident through leadership roles like the President of the Malayan Commercial Banks' Association and the Chair of the Banking Sector HR Networking Group and ASEAN Research Centre.

Recognized globally as a Top 50 Human Resource Professional, Datuk Nora actively shapes Malaysia's talent landscape through her involvement in Talent Compact 4.0. She achieved the Master Professional (MP) designation from IHRP in 2022 and earned the Chartered Banker (CB) title from the Chartered Banker Institute in 2020.

As an Adjunct Professor at the National University of Malaysia and Universiti Utara Malaysia, she shares her expertise with the academic community. Her leadership extends to diverse Boards, including Etiqa General Insurance Berhad, MBB Labs Private Limited, and Khazanah Foundation.

Passionate about empowering women, she sponsors Maybank's Women Mentor Women Council and mentors the ICAEW-TalentCorp Women in Leadership Programme. Her contributions were acknowledged with the "Beacon of Light" award, and she addressed the Women in Leadership seminar at Oxford University.

Her contributions to leadership extend internationally, as exemplified by her collaboration on a Case Study with the Singapore Management University, showcasing Maybank's transformation. In 2023, Heriot-Watt University, Scotland, honored her with an Honorary Degree, "Doctor of the University."

Datuk Nora is a Chartered Fellow CIPD and a registered Chartered Accountant and Chartered Banker. Her certifications from Cornell University and Harvard Business School underscore her commitment to continuous learning and leadership development.



Shamir Hameed

Assistant Vice President, Marketing & Brand Strategy, Astro AWANI

Shamir, a Marketing and Brand Strategist at Astro AWANI, Malaysia's trusted news source, brings a rich decade of experience spanning media, entertainment, consultancy, jewelry, and fashion. His forte lies in branding, advertising, and communications, leading impactful campaigns for brand engagement and viewership. His prowess includes audience analytics, talent awareness initiatives, content curation, and cross-unit collaboration within the Astro Group.

Notably, Shamir is an Asia School of Business' MBA for Working Professionals Program graduate, highlighting his dedication to continuous growth. Envisioning ethical leadership, he sees ASB's MBA as a transformative avenue. Recognizing Southeast Asia's demand for versatile professionals, he aims to hone skills in economics, finance, entrepreneurship, digital marketing, analytics, and communications.

Beyond his professional life, Shamir's interests span history, politics, philosophy, and music. Fluent in English and Bahasa Malaysia, he shines as a copywriter, voice-over artist, and a former thespian. Guided by empathetic leadership, he ardently promotes mental health awareness.



Yi-Ren Wang

Assistant Professor of Organisational Behaviour,
Asia School of Business

Yi-Ren Wang is an Assistant Professor of Organizational Behavior at Asia School of Business. She holds a Ph.D. in Management from the University of Alabama, with a master's degree in Industrial and Organizational Psychology from the University at Albany, State University of New York, and a bachelor's degree in Psychology from National Taiwan University. In 2022, the Society for Industrial and Organizational Psychology awarded her the distinguished 2022 S. Rains Wallace Dissertation Award.

Her diverse research interests encompass precarious work, workplace inequality, the behavioral poverty trap, socioeconomic mobility, work motivation, fairness, work-family dynamics, employee well-being, and workplace trauma. Her overarching aim is to bridge social disparities and promote upward mobility, particularly for disadvantaged workers. Ongoing projects underpin her commitment, including exploring the challenges faced by underprivileged workers, emphasizing organizational justice's role in fostering long-term perspectives and career investment in precarious work scenarios, and theorizing occupational strain transmission across life boundaries and among individuals.

Yi-Ren Wang's comprehensive research agenda reflects her dedication to understanding and addressing multifaceted challenges within organizational behavior, aligning with her commitment to making a meaningful impact.



Gladys Goh

Senior Vice-President, Strategic Innovation
& Marketing, NIPSEA Group
Deputy President of Nippon Paint Marine Coatings

In 2006, Gladys assumed the role of Assistant General Manager of Marketing at Nippon Paint Malaysia, charged with propelling Nippon Paint to the forefront of the Malaysian decorative paint market. In a mere 2 years, by 2008, Nippon Paint transitioned from a challenger brand to the leading Total Coatings Solution provider in Malaysia. Her journey within the company led to her promotion as the Group General Manager of Nippon Paint Malaysia Group in 2013.

Leveraging the company's dominance in Malaysia, Gladys played a pivotal role in spearheading Nippon Paint's expansion into markets like Pakistan, Bangladesh, and the Philippines in 2007, 2012, and 2014 respectively. She oversaw operations in over 6 countries within Asia, further solidifying Nippon Paint's stature as the premier coatings company in Asia spanning 15 countries.

Under her guidance, Gladys championed various corporate and brand-driven initiatives. Notably, she introduced innovative coatings like odorless, anti-formaldehyde, and anti-viral coatings, expanding traditional decorative coatings into functional and hygiene-oriented categories. Nippon Paint also unveiled special-effect coatings that add unique textures to various spaces. The company maintained a strong focus on Research & Development, pioneering sustainable coatings with products like the 'Green Choice Series', which are water-based, nearly VOC-free, and devoid of lead and mercury.

Gladys led a transformative repositioning of Nippon Paint's brand from 'The Paint Expert' to 'The Coatings Expert', reflecting its ability to coat various surfaces beyond walls. Her regional role now involves overseeing Marketing, Communications, Corporate Social Responsibility, Colour Leadership, and strategic initiatives. Gladys introduced the Nippon Paint Management Associate Programme for fresh graduates and initiated the AYDA Awards, a design competition covering 17 global locations.

As a committed advocate for corporate responsibility, she initiated Nippon Paint's flagship CSR program, "Colourful Dreams", evolving into the global 'Colouring Lives' program, aligned with the pillars of Education, Empowerment, and Engagement.

Additionally, as Deputy President of Nippon Paint Marine Coatings, Gladys is driving global growth, expanding into Vietnam in 2023. With a Bachelor's in Science (Physics) from the University of Malaya, Gladys's journey started with Unilever Malaysia and Coca-Cola Malaysia before joining Nippon Paint.

Beyond work, Gladys balances her role as a devoted mother of two active sons, with a penchant for traveling and handicrafts. Her motto is "Work smart, play hard, and love your life."



Tan Sri Dr Noorul Ainur

Chairman, University College of Yayasan Pahang

Tan Sri Dr Noorul Ainur is a distinguished academic and leader with a rich background and extensive experience in political science, sustainable development, and policy-making. She currently serves as an Advisory Council member at the Asian Development Bank Institute and as the Chairman of the University College of Yayasan Pahang, Malaysia.

Her career encompasses key roles such as Secretary General in various Malaysian ministries and international positions like President of the Science Commission at UNESCO and Vice-President of the Intergovernmental Council of the Management of Social Transformations Programme. Tan Sri Dr Noorul's impactful journey also includes journalistic roots, blending astute analysis with effective communication. Her international designations, such as her involvement with the ASEAN Commission on the Promotion and Protection of the Rights of Women & Children (ACWC), underscore her commitment to human rights and social progress.

In essence, Tan Sri personifies commitment to academia, policy advancement, and global collaboration. Her roles, academic achievements, and international engagements collectively illustrate her significant influence in political science, sustainable development, and gender equality.



Dato' Raiha Azni Abd Rahman

Member, Board of Directors, Asia School of Business

Dato' Raiha Azni Abd Rahman holds a respected position on the Board of Directors at Asia School of Business, where she contributes her extensive expertise. With over 35 years of experience, she has become a seasoned senior HR professional, making significant contributions within Malaysia's national oil company and the Fortune Global 500 sector. Throughout her career, she has shown adept leadership, guiding the human resource management function to achieve high standards of excellence. This dedication has notably improved the reputation and positioning of Petroliam Nasional Berhad (PETRONAS) as the employer of choice.

As the Advisor for Group Human Resource Management (Group HRM) at PETRONAS from January to December 2020, Dato' Raiha made substantial contributions. Before this role, she was the Senior Vice President of Group HRM, overseeing the strategic management of a large workforce exceeding 48,000 employees across PETRONAS' global operations. During this period, her leadership effectively navigated various corporate and HR transformation initiatives, skillfully addressing industry challenges. Furthermore, her visionary approach led to the establishment of a proficient leadership development framework that played a pivotal role in nurturing a resilient pipeline of skilled leaders, essential for driving the organization's growth.

Beyond her professional roles, Dato' Raiha is a strong advocate for advancing coaching methodologies and promoting women's presence in the workforce. Balancing her career accomplishments with her personal life, she takes pride in being a mother of three daughters and finds relaxation in leisure activities like travel and hiking.



Marina Md Taib

Vice President, Treasury, Petronas

Marina is the Vice President of Treasury at PETRONAS. With over 24 years of experience in the oil, gas, and energy industry, she also serves as a Board Member of PETRONAS Gas Berhad, a publicly listed subsidiary of PETRONAS in Malaysia, along with several other PETRONAS-related companies.

Marina began her career at PETRONAS in 1999 and has held various managerial and leadership positions in finance and strategy. This includes her roles as Head of Strategic Planning for the Group's Petroleum Management Unit, Country Head of Brunei Operations, and Head of Corporate Strategic Planning.

In alignment with PETRONAS' commitment to equal opportunities, Marina is currently the Champion of PETRONAS Leading Women's Network (PLWN). PLWN was established to support the organization's diversity, equity, and inclusion goals, aiming to increase the representation of women in senior leadership roles and raise awareness about unconscious biases.

Marina holds a Bachelor's Degree in Accountancy from the University of Exeter, UK, and a Masters in Petroleum Business Management from the University of Adelaide, Australia. She is also a Fellow of the Institute of Chartered Accountants in England and Wales (ICAEW). Marina has attended the Advanced Management Program at Harvard Business School.



Kristina Rai

Chief Operating Officer, Asia School of Business

Kristina serves as the COO at Asia School of Business, responsible for overseeing the administration, planning, and implementation of campus operations and services. Additionally, she provides leadership for ASB's HR, finance, IT, marketing, and communications functions.

Prior to her role at ASB, Kristina amassed 30 years of experience at the Central Bank of Malaysia (Bank Negara Malaysia). During her tenure, she successfully led and managed diverse teams across various domains, including human resource development, strategy management, corporate planning, international relations policy and cooperation, and financial services negotiations for Malaysia's free trade agreements.

Kristina received full scholarships from Bank Negara Malaysia to pursue her education. She holds a BA in economics from the University of Malaya, Malaysia, and an MA in Economics & Social Studies from the University of Manchester, UK. She is also a Certified Professional in Learning Performance (CPLP) accredited by the Association of Talent Development, USA.

Two-Full-Day Residential Program With Meals Provided

9 OCTOBER 2023 (MONDAY)

DAY 1

3:00PM Participants' Arrival & Check-in
Onwards

7:00PM Welcome

Dinner will be served.

10 OCTOBER 2023 (TUESDAY)

DAY 2

7:00AM Executive Presence:
7:45AM Leadership Centering Part 1

8:00AM Building Community of Learners
9:00AM

9:30AM Welcome & Special Remarks
10:00AM *"Learning in the Age of AI World"*
Speaker:
Sanjay Sarma, CEO, President and Dean, Asia School of Business

10:00AM *"Women Leadership and Progress in Malaysia"*
11:00AM Speaker:
Melati Nungsari,
Associate Professor of Economics and Faculty Director of the ASEAN
Research Center, Asia School of Business
Research Affiliate at MIT Sloan School of Management

11:15AM
12:30PM

"Challenges and Opportunities for Women's Empowerment in Malaysia"

Speaker 1:
Dato' Zuraidah Atan,
Director and Chairman, Audit and Risk Committee, Pengurusan Aset Air Berhad (PAAB)

Speaker 2:
Dato' Sri Suriani Ahmad,
Secretary General, Ministry of Entrepreneur and Cooperatives Development (MECD)

Moderator: Melati Nungsari
Associate Professor of Economics and Faculty Director of the ASEAN
Research Center, Asia School of Business
Research Affiliate at MIT Sloan School of Management

2:00PM
3:15PM

*"Navigating Career Transitions and Advancement Opportunities for Women"-
"SPEAK UP"*

Speaker:
Datuk (Dr) Nora Manaf
Group Chief Human Capital Officer, Maybank

Moderator:
Shamir Hameed,
Assistant Vice President, Marketing & Brand Strategy, Astro AWANI

3:30PM
5:00PM

"Strategies for Creating a Supportive Work Environment for Women"

Presenter:
Theatre Experiential Connection

5:00PM
6:00PM

Executive Presence:
Leadership Centering Part 2

7:00PM

Self-Reflection & "Take Home Assignment"

Three meals plus two tea breaks will be served.

11 OCTOBER (WEDNESDAY)

DAY 3

7:00AM

Executive Presence:

7:45AM Leadership Centering Part 3

8:00AM

Building Community of Learners

9:00AM

9:30AM

“Leading Others - Productive Inclusion”

12:30PM

Speaker:

Yi-Ren Wang,

Assistant Professor of Organisational Behaviour, Asia School of Business

“Breaking Unsound Barriers: Women in Male-Dominated Fields”

Speaker 1:

Gladys Goh,

Senior Vice-President, Strategic Innovation & Marketing, NIPSEA Group
Deputy President, Nippon Paint Marine Coatings

Speaker 2:

Tan Sri Dr Noorul Ainur

Chairman, University College of Yayasan Pahang

Moderator: Yi-Ren Wang, Assistant Professor of Organisational Behaviour,
Asia School of Business

2:00PM

“Strategies for Creating a Supportive Work Environment for Women”

3:15PM

Speaker 1:

Dato’ Raiha Azni Abd Rahman,

Member, Board of Directors, Asia School of Business

Speaker 2:

Marina Md Taib,

Vice President, Treasury, Petronas

Moderator:

Kristina Rai, Chief Operating Officer, Asia School of Business

3:45PM

Executive Presence:

5:00PM

Embracing the New ME in the Digital World

5:00PM

Wrap Up

6:30PM

Concluding Thoughts – What’s Next?

7:00PM

Restrospective

9:00PM

Three meals plus two tea breaks will be served.

12 OCTOBER (THURSDAY)

DAY 4

7:00AM

Freestyle

7:45AM

9:30AM

“AI and the Future of Work”

12:30PM

Speaker:

Silvio Meira,

Chairman, Porto Digital, Brazil

12:30PM

Check-Out

A light breakfast and a tea break will be served.



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