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DATA INTELLIGENCE & ANALYTICS CONFERENCE FOR SMEs 2022

SCALING BUSINESS GROWTH THROUGH AI & DATA

20 & 21 July 2022 (Wednesday & Thursday), 9.00am – 1.15pm

Small and medium enterprises (SMEs) today face increasing challenges in growing and innovating. A business-friendly approach, specifically one that focusses on Data Intelligence and Analytics, can deliver business insights and analytics that companies can use to make sharper business decisions. This can aid profitability and cost reduction while enabling SMEs to remain relevant and competitive in an increasingly complex and disruptive world.

Yet, distilling insights from big data can be a daunting task, especially for resource constrained SMEs. This conference seeks to bridge the gaps that SMEs face in going beyond the mere collection of information and monitoring to analysing data in real-time and extracting the value to be passed to key decision-makers as quickly as possible.

By joining this conference, you will gain insights and guidance into how SMEs can effectively mine their data to extract the valuable business insights that they require. Together with thought leaders and authoritative subject matter experts, take a deep dive into some of the hottest topics in data intelligence & analytics today:

- Data Analytics, Artificial Intelligence (AI), Cloud Operating Model
- Predictive & Prescriptive Analytics
- Digital Consumer Experience
- Cybersecurity
- Digital Workforce
- Dark Data

WHO SHOULD ATTEND

- Directors
- Chief Executive Officers
- Chief Financial Officers
- Chief Technology Officers
- Business Owners
- Heads of Business Intelligence
- Heads of Enterprise Data Strategy
- Data Management Leaders
- Heads of Customer Insight
- Accountants
- Managers
- Academicians

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PROGRAMME AGENDA

CONFERENCE DAY 1

8.30 am PARTICIPANTS LOGIN TO JOIN THE VIRTUAL CONFERENCE

9.00 am **TOP TRENDS INFLUENCING SMEs IN DATA ANALYTICS FOR 2022 – 2023**

The data analytics market is booming as data and analytics is increasingly valued as a critical asset for SMEs and an essential commodity to drive profit growth. Uncover trends that will define the data analytics market in 2022 and beyond, plus learn how SMEs can overcome the last mile challenges on advanced technologies like Internet of Things (IoT), machine learning, and automation.

CO-PRESENTERS

DARREN KONG | Managing Director, Corporate Strategy & Alliance, Fusionex Group

SK TAN | Senior Manager, Academy, Fusionex Group

BROUGHT TO YOU BY:



9.50 am **PANEL DISCUSSION**

DRIVING BUSINESS COST REDUCTION & PROFITABILITY THROUGH DATA ANALYTICS

Business data is increasingly recognised as a key asset. Large datasets can provide actionable insights to help support SMEs in business decision-making by improving ROI outcome, cost reduction, and profitability. To materialise this, SME leaders must understand how to operationalise and expand their organisations' use of data and analytics to bring about a greater impact.

This panel session will discuss:

- The current state of play in big data analytics for decision making
- The usage of data analytics in strategy, marketing and finance through the Software as a Service (SaaS) model
- The use of predictive and prescriptive analysis to increase revenue and scale up business growth
- The use of collaborative business intelligence to improve business performance

MODERATOR

DR JAYARETHANAM PILLAI | Head, Data Science, Aboitiz Data Innovation Group

PANELLISTS

DR MOHAMMED AL-OBAYDEE | Founder, Artificial Intelligence and Coding for All (AIC4ALL)

RAGHUPATHI RAO | Global Chief Internal Auditor & Head of Risk (Senior Vice President), Tata Consumer Products Group

11.00 am BREAK

11.10 am **PANEL DISCUSSION**

HOW SMEs CAN OPTIMISE RESOURCES BY BUILDING AI & DATA-DRIVEN CULTURE THROUGH A COST-EFFICIENT MODEL

Revamping your company and devising a culture driven by AI and data have never been more important to outperform your market competitors.

This session will share practical tips and insights on:

- Business culture transformation to become a data-driven entity
- Investing in AI & Data Analytics based on a low-cost outsourcing model
- Solving interdepartmental challenges with AI & data
- Implementing a future-proof data structure that will help SMEs scale at a faster pace

MODERATOR

PROFESSOR TS DR MURALI RAMAN | Deputy Vice Chancellor, Asia Pacific University

PANELLISTS

DR GEETHA NADARAJAN | Core Team Member, Women in Artificial Intelligence (WAI) Malaysia

DR MOHAMMAD SHAHIR | AI and Robotics Expert

SIEW KUM WENG | Director, Risk Advisory, Deloitte Business Advisory Sdn Bhd

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12.15 pm **PANEL DISCUSSION**

ENHANCING SME's BRAND EQUITY THROUGH DIGITAL CONSUMER EXPERIENCE (DCX)

Understanding consumer insights better can enhance SME brand equity value especially by continuously mapping out to understand your online consumer's preferences with DCX, beginning with the consumer's first interaction with your brand and throughout the purchase process and beyond. This will enable SMEs to leverage on their brand's online presence to 'woo' customers, whether through websites, social media accounts, mailing lists, and advertising channels.

This panel will share:

- Takeaway strategies in optimising SMEs' digital customer experience
- Driving customer acquisition seamlessly and securely sharing data with future customers—even corporate giants
- How SMEs can analyse DCX data using a low-cost external model and tools

MODERATOR

DR ALAN DOWNE | Manager, Wellness Strategy, Resilience & Change, TDCX

PANELLISTS

MUHAMMAD MUSHRIFF ABDULLAH | Customer Experience Consultant

SHARALA AXRYD | Founder & Chief Executive Officer, The Center of Applied Data Science (CADS)

STEPHANIE CAUNTER | Head, Customer Strategy & Marketing, AIA Malaysia

1.15 pm END OF DAY 1

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CONFERENCE DAY 2

8.30 am PARTICIPANTS LOGIN TO JOIN THE VIRTUAL CONFERENCE

9.00 am **PANEL DISCUSSION**

BUILDING AN EFFECTIVE DATA AND ANALYTICS CLOUD OPERATING MODEL

Cloud-based data platforms and analytics services have made it easier and more cost-efficient for SMEs to access data analytics services through flexible consumption models, thereby enabling them to keep pace with ever-present business and technology change and challenges.

This panel will give you insights into the following:

- What is a cloud-based analytical operating model?
- How SMEs can evolve toward an analytics services operating model through external cloud services based on a flexible consumption model
- Gaining the right solutions and technologies by outsourcing to cloud services vendors
- Modernising the SME's finance function—a central control mechanism in reducing costs and promoting business efficiency—through data analytics
- Improving cost-savings through collaborative data ecosystems

MODERATOR

PROF DR DAVID ASIRVATHAM | Executive Dean, Faculty of Innovation and Technology, Taylor's University, Malaysia

PANELLISTS

ANDREW MARTIN | Group Publisher, Asia Online Publishing Group

SEAN LIM | Data Analytics Manager, MISC Berhad

VINCENT LEE HONG FAY | Chief Executive Officer and Founder, Wavelet Solutions Sdn Bhd

SUPPORTED BY:



10.00 am **SAFEGUARDING SMEs' REPUTATION & BUSINESS SUSTAINABILITY—EVERYTHING ABOUT CYBERSECURITY**

Enormous volumes of data are collected every day through the connection of billions of devices. SMEs should not consider adopting a cybersecurity policy only after a breach has occurred, which could lead to devastating financial consequences. This session will give SMEs an overview of how they can implement their cybersecurity strategies and tips for investing in an economical, safe and efficient cybersecurity service through a managed service provider based on business needs and operating model.

SPEAKER

WONG PEI YUEN | Chief Technology Officer, IBM Security in ASEAN, Australia, New Zealand and Korea

10.50 am BREAK

11.05 am **PANEL DISCUSSION**

SMEs AND THE FUTURE OF WORK

Digital transformation has spurred a rise in the usage of new technologies and software that in turn has widened the digital skills gap. SMEs can future proof talent and improve business results by applying new approaches to upskill existing employees with the right knowledge, tools and technology to enhance their productivity and wellbeing.

This session will discuss:

- The Big Picture—How digitalisation and technological innovation are transforming employee skill sets
- Digital solutions and tools to enhance the role of the finance function
- Employee upskilling and reskilling programmes on digitalisation
- Improving SMEs' operating expenses and productivity through AI, automation, and remote talent outsourcing

MODERATOR

CHARI TVT | Member, Digital Technology Implementation Committee (DTIC), Malaysian Institute of Accountants

PANELLISTS

CHRIS BARADARAN | Head, Digital Sales & Ventures, PwC

DARYLL TAN | Co-Founder & Director, OpenMinds

EDDY WONG | Co-Founder CEO & MD, VSure Tech Sdn Bhd

12.10 pm **PANEL DISCUSSION**

INTRODUCTION TO DARK DATA & AVENUES FOR SME PROFIT GROWTH

Dark data is unstructured data that is acquired through various computer network operations but not used for deriving insights or decision making. SMEs can identify untapped sources of revenue by transforming their unstructured data into an asset.

This panel discussion will centre upon the following:

- How SMEs can discover and unlock the value of dark data
- Overview of new technologies, such as Data Mapping as a Service (DMaaS) in identifying and mapping sensitive data while making compliance more manageable
- Mining dark data to provide hyper-localised real-time intelligence on consumer tastes and preferences to enhance marketing and sales strategy
- Getting the most value-added benefits from your dark data and analytics investments
- Dark Data Management: Choosing the right data analytics tools and methodology

MODERATOR

DEEPAK GHADGE | Co-Founder, Stealth Blockchain Startup

PANELLISTS

EFFENDY ZULKIFLY | Chief Executive Officer, Blockworq Sdn Bhd

TS NURUL HASZELI AHMAD | Senior Principal Consultant cum General Manager, Group Digitalisation and Information Technology, SIRIM Berhad

1.15 pm END OF CONFERENCE

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DR ALAN DOWNE

Dr Alan brings over 45 years' career experience in Community Psychology, economic development, administrative restructuring and academic excellence, starting off as a senior Government manager and strategy advisor in Canada's Northwest Territories. He moved to Malaysia in 1999, to accept postings as a Lecturer, Associate Professor, and Research Fellow at Multimedia University, Universiti Teknologi PETRONAS, and Curtin University Sarawak. During his academic career, he specialised in organisational behaviour, services marketing, entrepreneurship & SME management, digital transformation, and citizen-centric digital government. He ended his academic career in 2018 but came out of retirement to enter the private sector in 2021, joining the senior management team at TDCX (Transformative Digital Customer Experience) Malaysia Sdn Bhd, a large, leading global BPO provider with a corporate footprint in twelve strategic locations world-wide. He is Manager of Wellness Strategy, Resilience & Change, tasked with developing an end-to-end, virtual/hybrid Mental Health & Wellbeing System for 5,200+ employees in Malaysia, with connections to a 15,000-person headcount world-wide. Dr Alan has been active in the Customer Experience community for over 20 years, conducting research, training, and participating in various leadership roles within the Contact Centres Association of Malaysia. He was a Fellow at the Digital Cities Research Institute at Multimedia University (DCRI-MMU).



ANDREW MARTIN

Andrew is the Group Publisher for Asia Online Publishing Group (AOPG), where he oversees the strategic direction for their publications and works on articles alongside the Editorial Team. His articles cover data protection and security including Big Data, AI, Blockchain and other emerging technologies. He was instrumental in getting AOPG off the ground, and in providing expert advice and guidance to assist AOPG launch and run the region's leading tech-centric portals: Data & Storage Asean, Cybersecurity Asean, Disruptive Tech Asia, and the On360° digital content engagement platform that helps marketers create highly engaging online materials. He started in IT shortly after graduation and worked for Cheyenne, Veritas, Digital, and Overland Data. He then founded and built-up Otium Software and sold it to BakBone Software Inc whereupon he became Vice President and General Manager for APAC. He also served as Vice President and General Manager for APJ and Middle East at Tandberg Data, and Vice President for APAC at Zerto Software. He is presently a consultant at Barracuda Networks and a Non-Executive Director at software solutions provider, iPortalis. Andrew is a Forbes Communication Council Member and Marketing Magazine Top Malaysia LinkedIn Influencer. He holds a BSc Hons in Sociology with Computing from Loughborough University UK.



CHARI TVT

Chari was Group Chief Financial Officer at Axiata Group Berhad until retiring in 2016. Subsequently, he has been taking senior advisory and consulting assignments, including with a listed infrastructure company in Malaysia, a global valuation company, and a high-tech semiconductor fabrication company. He is a Board and Board advisory member of a telecommunications company and an analytics and software company. Prior to the Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services and had served HP for over 20 years. He holds an MBA from State University of New York at Buffalo, and is a Fellow member of the Chartered Institute of Management Accountants UK, an Associate member of Institute of Chartered Accountants, and the Institute of Cost and Works Accountants of India. He is currently an advisory member of MIA's Subcommittee and an advisor to a UK-based listed software company as well as a Board Member and Chairman of Board Governance and Risk Committee of UEM Sunrise Berhad.



CHRIS BARADARAN

Chris is the Head of Digital Sales & Ventures at PwC. His role is to build new businesses to help the firm better serve their clients, with the aim of moving from a Services led practice to Digital Products and Services. Prior to joining PwC, Chris spent over 15 years working across London, Malaysia, and Indonesia in various corporate roles: Business Development, Performance Improvement, Strategy Consulting and Corporate Finance Strategy. After which he spent various years as an entrepreneur founding various businesses enabled by tech, before selling off his venture and re-joining the corporate world.



DARREN KONG

Darren is the Managing Director for Corporate Strategy & Alliance at Fusionex Group, an established multi-award-winning data technology provider that specialises in Analytics, Big Data, Machine Learning and Artificial Intelligence. Prior to the ICT sector, he held senior management and finance positions in the property development, property management and automotive industries. He had also held directorships at several private and public companies. His area of work involves various organisations from enterprises to small businesses, establishing partnerships with trade and industrial associations and the private sector. He is a fellow member of the Association of Chartered Certified Accountants; a member of the Malaysian Institute of Accountants, the Certified Practising Accountant Australia, and the Institute of Corporate Directors Malaysia; a global associate member of Singapore Institute of Directors; and an associate member of the Association of Certified Fraud Examiners. Darren holds a BSc (Hons) in Applied Accounting from Oxford Brookes University, UK, and a professional qualification from the Association of Chartered Certified Accountants.



DARYLL TAN

Daryll is the Co-Founder, Director, and marketing technology consultant at OpenMinds™, Founder and Group CEO of food & technology company Feed Forward Sdn. Bhd., previously a part-time digital trainer at TAP by IACT a mentor for FutureLab, Startup Weekend by Techstars, Young Corporate Malaysians and iCUBE UK and a guest writer for The Star. He has been recognised as among the Top 10 Visionary Leaders on Beyond Exclamation magazine 2018, Most Influential Leaders In Business on TheBusinessBerg 2019, Successful People in Malaysia 2021 by British Publishing House, nominee for EOY 2018 and nominee for 100 MIYE Most Influential Young Entrepreneurs 2019. He is actively involved in entrepreneurship, startup mentorship, partnership development and social media consultation. As an entrepreneur, he strives to make a positive impact and create purposeful jobs; actively nurturing high performing, innovative teams, and growing entrepreneurs to make a positive impact. He has also been invited to share his experience at various universities and media platforms.

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PROF DR DAVID ASIRVATHAM

Dr David is Executive Dean for the Faculty of Innovation and Technology at Taylor's University, Malaysia. He has been lecturing and managing ICT projects for the past 30 years. His area of expertise includes Digital Neural Network, E-Learning Technologies, ICT Project Management, Multimedia Content Creation, Big Data Analytics, and AI. He had previously served as Director of the Centre of Information Technology at University of Malaya; Senior Director of Centre for Information Technology and Associate Dean for Faculty of Information Technology at Multimedia University Malaysia; Project Manager for the Multimedia and IT Infrastructure Development for a university campus; SAP Advisory for High Education Council (Germany); and Consultant for e-University Project. He had served as Chairman of the ICT Human Capital Development for 11th Malaysia Plan 2016-2020, Secretary for the Artificial Intelligence Society Malaysia, President of Data Science Association (Malaysia) 2021/22, Country Representative for the Asia E-learning Network (AEN) based in Japan, Steering Committee Member for the Implementation of E-Learning for Malaysian Public Sector, and Member of the Malaysian Grid for Learning's (MyGfL) Standards Expert Group (SEG), 2003-2004. Dr David completed his Ph.D. from Multimedia University, M.Sc. (Digital System) from Brunel University (U.K.), and B.Sc. (Hons) Ed. and a Post-Graduate Diploma in Computer Science from the University of Malaya.



DEEPAK GHADGE

Deepak is Co-Founder of Stealth Blockchain Startup and Master Mentors Advisory Private Limited. An author, entrepreneur, and passionate evangelist of future technology, he is into Blockchain training, consulting, and product development with over 24 years of experience across industry domains i.e., Insurance, Banking, ITeS, IT, L&D, and Healthcare. He has been in senior roles in the corporate world and is a seasoned project and programme management professional with strategy, growth, and vendor management expertise. He has been in the startup environment for a several years and believes in overall value creation and continuous improvements. His mantra is Learning to Leadership and Start early to capture the market. He introduced the PHD model of entrepreneurship through his Dhool Dhoo Dhakka Entrepreneurship by Design.



EDDY WONG

Aspiring tech and biz entrepreneur, astute corporate executive, and angel investor, Eddy is the Founding CEO and MD of VSure.life, the first ondemand lifestyle digital insurer under the BNM Fintech Sandbox Framework. He is also Executive Chairman/Director of Yishensu Group, an integrated vegetarian and plant-based foodtech, catering and F&B chain. He has over 27 years of experience in a vast variety of industries covering Financial Services, Fintech, Risk & Consulting, Enterprise Performance Management, Construction & Property Development, Manufacturing, Retail & Trading, and Oil & Gas in roles that include regional (Asia) corporate executive, directorship, and country & general manager with commercial P&L management. Eddy is also an Executive Board member at several consumer tech startups, Office Bearer and Committee member of the Fintech Association of Malaysia, EIR for a Global Professional Accounting Accreditation body, and also Venture Partner/Mentor at NEXEA Venture Capital & Startup Accelerator (Malaysia).



EFFENDY ZULKIFLY

Effendy is Chief Executive Officer of Blockworq Sdn Bhd a company focussed on software development, blockchain tech as a service (BaaS), system integration, and IR4.0 tech solutions and deployment. He actively promotes the value of Industry Revolution 4.0 (IR4.0), Blockchain, and emerging technologies involved in the development of halal blockchain and food supply chain, decentralised mobile wallet, and Blockchain as a Service (BaaS), industrial IoT and emerging technologies for academia and industry. He founded Crypto Valley Malaysia in 2018, a non-profit organisation promoting Blockchain Technology and Emerging Technologies as the enabler for IR4.0. He also founded the World Robotics and IoT Association (WORIA), the premier global organisation dedicated to the advancement of Robotics and IoT Industry. He authored the books, 'The Techno Revolution, Blockchain Manual 101' and 'ABCDs that are changing the world'. Effendy is a Certified Blockchain Expert of The Frankfurt School Blockchain Centre, Germany, obtained his Certificate of FinTech Programme from Oxford University, and learnt coding and programming languages from Codecademy, USA. He holds an MBA (majoring in FinTech) from Universiti Tun Abdul Razak and is pursuing his PhD at the Management & Science University, with Blockchain Tech as his thesis.



DR GEETHA NADARAJAN

Geetha is an active data science practitioner in Malaysia with more than 15 years of experience in delivering data-driven insights and strategy in telecommunications, financial and education industries, across ASEAN and North Asia regions, with double digit, sustainable returns at Maxis Communications, Celcom Malaysia, Progresif Brunei, United Magnolia, Astro Malaysia, as well as Anti-Money Laundering (AML) Optimisation in Citigroup Transaction Services (CTSM). On the startup front, she is working on Jingga, a growth portal to support new talents/companies transitioning into data science. She is also a business mentor in Magic. Geetha holds a PhD in Management from Putra Business School (AACSB accredited) and is a core team member of Women in Artificial Intelligence (WAI) Malaysia.



DR JAYARETHANAM PILLAI

Dr Jayarethanam is Head of Data Science at Aboitiz Data Innovation Group in Singapore, and previously served as a Director and Associate Director of Business Schools. He had also served as a consultant for the Asian Development Bank. During his tenure in Central Asia, he had established research centres while expanding the interdisciplinary research and pedagogic activities of business schools in areas of Artificial Intelligence, State building, Social Entrepreneurship, and Design Thinking. As a devoted international economist and data strategist, he has published and taught extensively on business strategy, the political economy of Southeast and South Asian business, and economic development. His expertise explores the importance of technology development, the impact of digital and crypto technology in emerging and developing economies, and the application of data innovation towards sustainable economic progress. Developing collaborative R&D activities and designing policies are key areas he is currently engaged in. Among the awards and recognitions he received is the renowned Matthew Nimetz Award (2018), for outstanding intellectual contributions towards the advancement of research and policy development in Central Asia, as the Director of the School of Entrepreneurship and Business Administration at the American University of Central Asia. Jaya holds a Ph.D. in Economics and Public Policy from the School of Economics and Government of the Australian National University.

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DR MOHAMMAD SHAHIR

Dr Shahir is an AI and Robotics Expert with over 18 years of experience in AI, power engineering, and robotics engineering key resources at large multinational corporations, and in leading engagements and serving semiconductor, energy, and defense service provider clients where the advanced microchips, digital transformation initiatives and robotics programme development standards were applied. He is a member of MDEC Talent Expert Network group and was involved in Industrial Skills Development Framework for AI Competencies 2022 and National IoT Blueprint 2015. He is an author/reviewer of several journal IET, ACM and IEEE regarding modern power infrastructure and AI. He is a regular speaker on AI and Intelligence Systems including at the AI Business Intelligence Summit 2021, TNB CEPIS Conference 2018, and CIP-ASIA Conference 2016. He is a member of the Industry Advisory Panel for MBA programme at MAHSA University, an Adjunct Faculty at National University of Singapore, UUM Othman Yeop Graduate School of Business, and actively participated in reviewing MBA curricular focussed on business intelligence.



DR MOHAMMED AL-OBAYDEE

Dr Mohammed is Founder of Artificial Intelligence and Coding for All (AIC4ALL) a digital education company that designed courses for teaching preschool, primary and secondary school, and adults on Coding, Artificial Intelligence, Data Science, Machine Learning, and Deep Learning. He is also Founder of INNOEYETIVE a digital marketing company specialising in graphic design, web design & development, and social media marketing. His expertise is in Big Data Science, Machine Learning, Deep Learning, and Immersive Technology, and has over 13 years of experience in various Information Technology industries. He believes that data is the new oil hence his vision is to train people to deal with data and upskill themselves to find a job related to data science. He is a trainer with Brickfields Asia College for professional courses on Data Science & Analytics. He also supervises PhD candidates at the Kuliyah of Information and Communication Technology, International Islamic University Malaysia. He also serves as Head of Multimedia Department at 'Al-Wariseen Trust' and Head of IT & Marketing at 'Yallelite'. Dr Mohammed holds a PhD in Artificial Intelligence and is a HRD Corp certified trainer.



MUHAMMAD MUSHRIFF ABDULLAH

Mushriff is a Customer Experience consultant and consults on Service Culture and Customer Experience strategy, measurement, improvement, and employee advocacy approaches and solutions. He had trained leading companies in Customer Experience (CX) Management and Quest for Excellence courses, as well as Value Driven and Organisational Adaptability focussing on company culture and core values. He was with Telekom Malaysia across multiple divisions including planning and strategising migration of telephony network to Next Generation Network. He had served at Malaysian Technical Standards Forum Berhad on development of NGN in Malaysia; and at Bateriku.com as a learning and development specialist and executed Awesome Customer Experience programme. He is a member of the European Customer Experience Organisation, Africanism CX, and CX Expert Asia. He was on a judging panel at the Gulf Customer Experience Awards (GCXA) 2020 in Dubai, UAE, and was a speaker for NXT CX Summit 2021 on CCAAS Innovation. Mushriff holds a Bachelor of Engineering (Electrical and Electronics) from Universiti Teknologi Malaysia and is a certified HRD Corp trainer and Cisco Certified Network Associate.



PROFESSOR TS DR MURALI RAMAN

Dr Murali Raman is the Deputy Vice Chancellor at Asia Pacific University. Throughout his career in the corporate and academic sector he has managed, led, and directed numerous programmes in relation to digital transformation. He continues to consult and assist corporations to transform digitally, using design thinking and business model canvassing ideals. He was affiliated to Stanford's Technology Venture Programme as a Faculty Fellow—where he discusses issues surrounding creating a vibrant entrepreneurship ecosystem and application of innovative thinking via Design-Principles in Malaysia. He is a lead consultant and author of Malaysia's Social Innovation Roadmap by Yayasan Inovasi under MOSTI. He has published over 80 papers in international journals, conferences, and book chapters. In recognition of his leadership, Prof Murali has received several accolades at the international level. Dr Murali is a Rhodes Scholar and Fulbright fellow, he is also a Stanford Certified Design Thinker, an NLP Certified Practitioner, and a Certified Trainer in Coloured Brain Communication and Emotional Drivers based on Directive Communication Psychology. He holds a PhD from School of IS & IT, Claremont, USA; MBA from Imperial College, London; and MSc Human Resources from London School of Economics, UK.



TS NURUL HASZELI AHMAD

Nurul is Senior Principal Consultant cum General Manager of Group Digitalisation and Information Technology at SIRIM Berhad. He has over 20 years of working experience having started his career in 1999 as an IT lecturer and has worked in many industries including academia, logistics, government, security, telecommunications, research, power utility, transportation, and public services, in various roles including end-user, project manager, solution architect, technical consultant and team leader. At SIRIM, he heads the SIRIM Digital Factory, an initiative to accelerate the R&D, Technical Evaluation Committee, digital transformation project team, and frontier technology exploration. He was previously Chief Technology Officer with Strato Solutions Sdn Bhd; Founder & Owner at Fullstacks DevIT Solutions; Head of Digital Transformation Dept Ventures Division at Prasarana Malaysia Berhad; and Mail and Courier Principal Consultant (AVP Solution Architect) at POS Malaysia Berhad. Nurul holds a BSc (Hons) in Information Technology and an MSc in IT & Math Sciences, Computer Software Engineering (Software Security) from Universiti Teknologi MARA.



RAGHUPATHI RAO

Raghu is the Global Chief Internal Auditor and Head of Risk (Senior Vice President) at the Tata Consumer Products Group and has a global working experience across 5 continents. He had previously served as the Head of Internal Audit Services at JAPFA Ltd. Prior to this he was with Danone Risk, Controls & IA, managing the Singapore IA department and had also served as Head of Business Finance of Baby Nutrition operations in Singapore and Indonesia. He also held senior roles at Delphi Corp in Asia Pacific Internal Audit and Finance Shared Services transformation. He joined Delphi from Ernst & Young, where he specialised in the automotive industry. Raghu is a Chartered Accountant (India), Certified Information Systems Auditor, Certified Fraud Examiner, Certified Risk Management Assurer and holds a Bachelor's in Commerce.

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SEAN LIM

Sean has 16 years of experience in the finance and research profession. In his time in investment banking, equities research, industry research, corporate finance and private equity, Sean has gained well-rounded research experience and industry contacts across a wide variety of industries across Asia Pac, US, and EU. Following this, he made the successful transition to data science and is currently based within the PETRONAS Group, involved in Anaplan Connected Planning, Data Science, Business Intelligence and Big Data Transformation Projects. Sean holds a BSc in Accounting from the University of Melbourne and has passed CFA Level III.



SHARALA AXRYD

Sharala is Founder and Chief Executive Officer of The Center of Applied Data Science, ASEAN's first and only one-stop platform and centre of excellence for Data Science. She has over 15 years of experience in the telecommunications field and is leading the data-driven business transformation and driving benchmark for data science education in ASEAN region. She was part of the team that brought The Data Incubator to Malaysia, launched ASEAN's first data science accelerator programme, and spearheaded initiative with Harvard Business School to support Malaysia's national agenda to be hub for Big Data Analytics. She is also Founder and Managing Director of ULearn which was successful with the Hands On Technology Training (HOTT), eventually evolving to be the first in the industry to develop an Automated Competency Gap Analysis. Sharala's many accolades include EY Woman Entrepreneur of The Year 2017 Malaysia, SEBA 2018 Woman Technopreneur of the Year, is among the Digerati 50 by Digital News Asia, and listed as one of world's most influential women in IT by StrongWomenInIT report Global Edition 2021.



SIEW KUM WENG

Siew is a Director in Deloitte and leads the Data Risk and Governance service. He has more than 18 years in the IT industry covering a wide spectrum from strategy to operations. His experience in data includes strategy, architecture and design, setting up governance structure and operationalising it, designing and optimising data pipeline, data quality management and lastly data privacy and security implementation.



STEPHANIE CAUNTER

Stephanie Caunter is a brand builder and natural communicator with an affinity for tech thanks to an Electrical Engineering degree. She has led cross-border teams to create brand-defining programmes and points of view such as PwC Malaysia's Building Trust Awards and Catcha Group's Wild Digital conference. Today, she is the Head of Customer Strategy and Marketing of AIA Malaysia. She is responsible in developing the company's customer strategy and driving initiatives which provide distinctive, personalised and meaningful experiences to AIA's customers. She is a Diversity and Inclusion advocate who used to write a monthly personal column in The Edge Malaysia, called 'Changing Hats' on managing career and family. She enjoys speaking and moderating at events, mentoring young talent, and runs to de-stress.



SK TAN

SK Tan is the Senior Manager of Fusionex, taking care of the Academy Training Programme. He has over 10 years of coaching and mentoring experience with MNCs. He has been involved in developing materials and conducting training for several Big Data Training courses and has been in this field for more than 5 years. Prior to this, he managed international projects in various industries including Telco and Manufacturing. He is a registered member with the Project Management Institution (PMI), Scrum Alliance, Institution of Engineering and Technology (IET), and Board of Engineers Malaysia (BEM). SK holds certifications in PMP, Scrum Master, CMMI-ATM, HRDF-TTT, and Fusionex Big Data Analytics. He holds an MBA from Nottingham University, UK, and a BEng (Hons) from the University of Sussex, UK.



VINCENT LEE HONG FAY

Vincent Lee is the Founder and CEO of Wavelet Solutions Sdn Bhd and BigLedger Sdn Bhd. Prior to becoming an entrepreneur, he was a management trainee with DBS Bank. Wavelet EMP is a leading web-based ERP system employed by the biggest franchise and chain stores in Malaysia, and is one of Malaysia's first integrated point of sales, membership programme, inventory management, and accounting systems that runs on cloud. BigLedger is the next-generation AI-empowered operational data lake platform with cloud native architecture that promises to revolutionise the way businesses consume cloud services at unprecedented speed and cost effectiveness. Vincent holds a Master of Philosophy in Signal Processing from University of Cambridge (UK), Bachelor of Engineering (1st Class Hons) from University of Manchester, and successfully completed the MIT Sloan Blockchain Course in 2019. His current research interests are on the applications of Blockchain and AI technologies in accounting, audit and taxation.

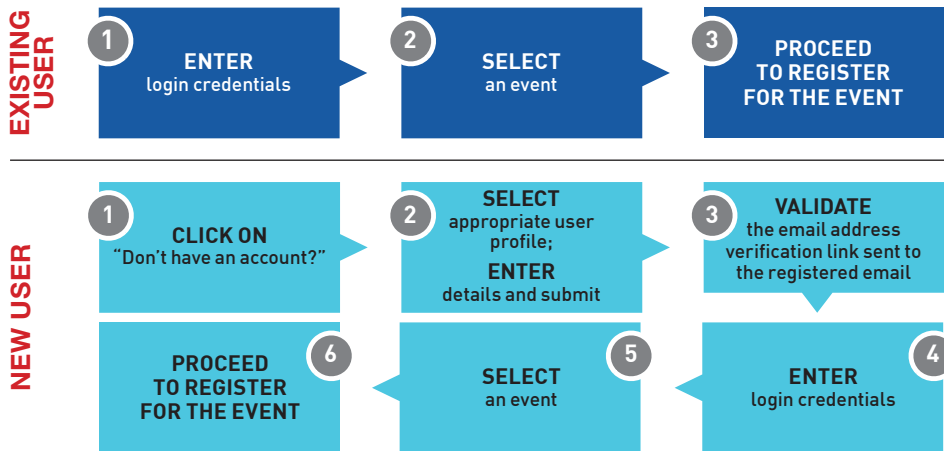


WONG PEI YUEN

Pei Yuen is the CTO for IBM Security in ASEAN, Australia, New Zealand and Korea and is responsible for driving business and technology strategies to address clients' cyber security challenges. He has over 20 years of experience in cyber security spanning defence R&D, government and the financial sector. Prior to joining IBM, he was the CISO at the Monetary Authority of Singapore with overall responsibility for cyber security at the central bank. He was previously a Senior Member of Technical Staff at DSO National Laboratories conducting cyber security research, and a consultant at the Infocomm Development Authority of Singapore responsible for carrying out critical infocomm infrastructure security assessments.

REGISTRATION PROCESS

- To view more events and download the full brochure, please visit: pd.mia.org.my
- Search and select the event
- Click 'Register' to experience the new system by continuing with the respective steps below:



For any assistance, please call (8.45am-5.30pm, Monday-Friday)

MIA Help Desk @ 603-2722 9000

TERMS & CONDITIONS FOR WEBINARS**WEBINAR FEE**

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- For selected webinars, the fee includes e-materials.
 - Individual Registration:** Full payment shall be made at the point of online registration.
 - Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the webinar, whichever earlier.
- Access to join the webinar shall be granted only upon full payment as per the above requirement.

WEBINAR ACCESS LINK

- The Access Link will be emailed at least 24-hours before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.

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- Payment must be made through the **electronic channels i.e. online payment via the MIA member service portal and electronic fund transfer (EFT).**
- Payment by **cash and cheque is NOT ACCEPTABLE** effective from 1 January 2022.

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 - To ensure grant approval is obtained prior to event registration and to provide the Grant ID notification upon event registration.
 - To make full payment to MIA as per the issued Invoice within 14 working days upon receipt of MIA's notification in the event the approved training fee is cancelled by HRDC due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDC.
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 - To provide required information and/or documents after completion of event for the purpose of HRDC Claim within 7 working days upon receipt of MIA's notification.

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Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations will also be liable for full payment of the registration fee.
- Replacing registered participants is not allowed.
- Paid registration that is cancelled can opt to transfer the paid amount to future event(s) after deducting any applicable administrative charges.
- The transfer request to future event(s) should be confirmed by Corporate/Individual within three (3) days after cancellation otherwise the cancellation will be confirmed with refund action. Transfer request will not be entertained after the refund is processed.
- Corporate/Individual is required to top-up the balance amount if the amount to be transferred to the future event is insufficient.

- Any excess amount after transfer will be refunded to the Corporate/Individual's bank account as provided in the EFT form.
- Corporate/Individual is required to provide the EFT form each time when a refund is requested.

PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate/Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

METHODOLOGY, CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS

- Live Q&As, quick polls/surveys will be carried out throughout the webinar.
- For selected webinars, pre and/or post course materials will be shared with participants.
- Self-assessment quizzes at the beginning as well as at end of the webinar will be given to enable participants to self-evaluate themselves on their learning performance and level of understanding of the programme content.
- Participants will be issued with an e-certificate of attendance and awarded CPE credit hours upon strict compliance of the following terms:**
 - Remain logged in at least 80% of the time allocated for the webinar,**
 - Submit the post-course evaluation on learning outcome within 3 days after the completion of the webinar (late submission of the post-course evaluation will not be entertained).**
- CPE credit hours will be credited into the MIA Member Services Portal within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- Listening to pre-recorded webinar and/or reading from past webinar e-material shall not qualify as structured CPE credit hours.

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CONFERENCE FEES

Member (MIA, CIMA)* / Member Firm	RM 380
Non-member	RM 480

* Members of CIMA and group registrations are required to contact MIA to register for this conference

Preferred Payment: Pay with MIA-CIMB Affinity Credit Card

CONFERENCE DETAILS & REGISTRATION

20 & 21 July 2022 (Wednesday & Thursday)
9.00am – 1.15pm

Contact : Vino
Tel : 03 2722 9290
Fax : 03 2722 9009
Email : sp@mia.org.my
Address : Malaysian Institute of Accountants
Dewan Akauntan
Unit 33-01, Level 33, Tower A
The Vertical, Avenue 3
Bangsar South City
No. 8, Jalan Kerinchi
59200 Kuala Lumpur