WAN MOHAMAD NAZRI BIN HASHIM



MARKETING LEADERSHIP

CRM strategy / Customer lifecycle / B2B growth

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EXECUTIVE PROFILE

Marketing leader with 10+ years of experience across public-listed technology, fintech and national workforce development. Connects brand strategy, acquisition and stakeholder engagement with customer adoption and retention objectives. Managed RM5M+ portfolios, scaled national conference participation and led delivery structures of up to 400 personnel. Brings a cross-functional approach to CRM strategy, aligning Marketing, Business Development, Product and Technology around customer needs and organisational priorities.

RM5M+	20+	4,000+	10,000
Portfolio managed	Platforms annually	NHCCE participants	Annual regional reach*

*Up to 10,000 participants, including Sabah and Sarawak. NHCCE grew from approximately 1,000.

MY APPROACH TO THE CUSTOMER LIFECYCLE

Align each touchpoint with the organisation’s goals and the next customer action.

01	02	03	04	05
REACH	**ACQUIRE**	**CONVERT**	**RETAIN**	**BUILD LOYALTY**
Brand, media and campaigns	Engagement and leads	Registration, adoption or purchase	Service and renewal	Recognition and advocacy

OBJECTIVES → INVESTMENT & KPIs → PERFORMANCE REVIEW → IMPROVEMENT

CURRENT LEADERSHIP ROLE

GREEN PACKET BERHAD

Senior Manager, Marketing – Group Branding & Strategy | **Jan 2026–Present**

- Lead group-wide B2B marketing and brand positioning across Green Packet, Kiple, KipleCity and KipleHome, translating business priorities into campaigns and customer propositions.
- Drive digital reach and lead generation through social media, email and paid Meta campaigns, alongside content, SEO and portal initiatives.
- Partner with Business Development on client presentations, pitch decks and tender submissions, connecting marketing engagement with commercial opportunities.
- Work with Product and Technology teams on client-specific value propositions, solution flows, application concepts and co-branded proposals across fintech, payments and proptech.
- Develop customer lifecycle strategy linking acquisition and sales handover with adoption, service communications and retention objectives.

CAREER EXPERIENCE

HUMAN RESOURCE DEVELOPMENT CORPORATION

Head of Marketing Department | **Jan–Dec 2025**

- Led organisation-wide marketing across digital, social media, PR, OOH, DOOH, partnerships and events in support of national workforce development priorities.
- Connected awareness and regional engagement with employer registration and training participation objectives, working alongside dedicated stakeholder engagement teams.
- Managed multidisciplinary teams, campaign budgets and performance reporting; strengthened the visibility of National Training Week, NHCCE and ASEAN Year of Skills initiatives.

HUMAN RESOURCE DEVELOPMENT CORPORATION

Head of Conference & Large-Scale Events | **May 2018–Jan 2025**

- Directed 20+ national conferences, exhibitions and stakeholder platforms annually, managing RM5M+ portfolios and delivery structures of up to 400 personnel.
- Delivered national launches and regional C-suite engagement programmes reaching up to 10,000 participants annually, including Sabah and Sarawak.
- Developed sponsorship strategies and managed sponsor servicing and exhibition participation across 350+ exhibitors, connecting partner objectives with programme opportunities.
- Managed high-protocol programmes involving the Yang di-Pertuan Agong, Prime Minister, Deputy Prime Minister, ministers and senior corporate leaders.

SELECTED NATIONAL PLATFORMS

NHCCE 2023 — Scaled participation from approximately 1,000 to 4,000+; coordinated 30+ experts and 350+ exhibitors, contributing to Malaysia Book of Records recognition.

National Training Week 2024 — Coordinated across five regions for an initiative that enrolled 311,000+ participants through 65,000+ free courses.

HRD Awards — Delivered employer recognition programmes celebrating investment in employee training and supporting continued stakeholder engagement.

EARLIER CAREER

MAXMANTV SDN. BHD.

Talent Manager & Content Strategist | **Apr 2017–Apr 2018**

- Developed digital, social media and branded-content strategies for corporate clients and creator collaborations; produced content generating 5M+ views across Facebook and YouTube.

Event Coordinator | Ann Nurul Huda Events | Jan 2015–Jan 2016

Corporate events, weddings, vendor coordination and on-site delivery.

Customer Relations Officer MICE | Genting Malaysia Berhad | 2014

Corporate meetings, incentive programmes, conferences and guest requirements.

EDUCATION

Bachelor in Event Management | First Class Honours

Universiti Teknologi MARA | 2014–2017 | CGPA 3.65

Awards: Best Event Management Student, Best Event Concept Presentation and Best Event Staging Concept.

Diploma in Business Studies | Universiti Teknologi MARA
2011–2014 | CGPA 3.44