



PERSONAL DETAILS

Name : Predeeben Kannan
Current Address : 3431A S. Delos Santos St. Bo. Obrero, Tondo, Manila
1012 Philippines
Permanent Address: 25, Jalan USJ 3/4U, SubangJaya, 47620 Subang
Jaya, Malaysia
Mobile Number : +639215155677
Email : predeeben@gmail.com
Age : 48 + years old
Date of Birth : 07 Nov 1969
Nationality : Malaysian
Gender : Male
Marital Status : Married

EDUCATIONAL BACKGROUND

Highest Education

- Professional Degree: HND Diploma In Marketing (Equivalent to Honors Degree)
- Field of Study : Business Studies
- Major : Marketing
- Institute / University : Chartered Institute Of Marketing
- Located In : United Kingdom
- Graduation Date: July 1993

Certification

Certificate

- Field: ***Improving Board Directors' Performance, Leadership & Governance***
- Institute: Knowledge Group Consulting Sdn Bhd

Certificate

- Field: ***Debt Management & Recovery***
- Institute: NSA Management Advancement, K.L.

EMPLOYMENT HISTORY

2018 till 2020 (Current)

- **Company Name:** Reprisk Philippines Inc
- **Position Title:** Research Analyst (Specialist for Indonesian/Malaysian Desk)
- **Industry:** Environmental, Social and Governance Research (ESG Research)
- **Monthly Salary:** PHP 80,000

Work Description:

- Expert translator for Malay, Indonesian to English, and vice versa
- Conducting and monitoring searches of all news media for ESG related stories
- Compiling these stories according to risk levels
- Linking ESG issues, company names, government bodies and NGO's involved with issue
- Analyzing issues and creating issue based abstracts and severity
- Researching companies from all over South East Asia to gauge ESG compliance and risk
- Creating database for the companies according to their risk profiles

Specialization

- **Expert in South East Asian economic, social and political issues**
- **Worked in Malaysia, Singapore, Indonesia, Philippines and Myanmar on various full time or ad-hoc based jobs**
- **Fluent in Malaysian, Singaporean and Indonesian languages**
- **An excellent communicator and written language specialist in the above areas of expertise**

2010 till 2018

- **Company Name:** CC and P Events Sdn Bhd
- **Position Title:** Senior Consultant
- **Industry:** Communications, PR, Media and Investor Relations
- **Monthly Salary:** Varies based on projects done

Work Description:

- I am a government certified trainer in writing, English communications, speech, media relations, corporate communications, and PR amongst other services.

- I was a consultant for an online magazine that focuses on topics such as Green and Renewable Energy, Asian Transportation Networks and the “One Belt One Road” network promoted by China and supported by many nations around the world.
- I have done extensive work on corporate responsibility, sustainability, brand development, market segmentation and awareness, as well as distribution and profitability of the various operations that I have been involved in.
- I am a Malaysian Government Certified media relations trainer, specializing in areas such as communications and Investor Relations (served as trainer for the Malaysian Investor Relations Association – MIRA, under Bursa Malaysia- the Malaysian stock exchange)
- I have trained a large number of the top management of companies that were listed in Bursa Malaysia on Media Engagement and Strategies (pre and post-listing).
- I have also trained top management of several Singapore companies that were planning, or have cross listed in Bursa Malaysia.
- I have worked with Bursa Malaysia and Securities Commission towards the development of the equity market and financial planning industry, through editorial support and advisory work.
- My job includes chairing and moderating conferences such as the Renewable Energy for Indonesia Conference 2015 in Indonesia.
- I was also in charge of preparing the various questionnaires for the International speakers at the conference.
- Among the conferences that I have chaired, moderated and prepared questionnaires for, are the Global Tourism Cities Conference 2016, 2015 and 2014; Global Rubber Conference 2014; International Energy Conference 2012, Asia Commodities & Derivatives Conference 2011 and Asia Infrastructure Conference 2011.
- During the period April 2010 till June 2013, I was also appointed Editorial Consultant for a hard copy Singapore magazine that set up operations in Malaysia, namely Shares Investment magazine (Pioneers & Leaders Publishers Pte Ltd). Therefore, I was appointed Managing Editor of the local magazine, Shares Investment. Malaysia (under the holding company - Pioneers & Leaders (M) Sdn Bhd).
- During the tenure, I was also designated as General Manager for the company, in charge of hiring and pre-selection of employees for the various Editorial, Sales, Research and Administration roles.
- The entire magazine was changed from an A5 (less commercial) to an A4 magazine under my direct supervision, with an increased focus on the brand and the content, design as well as overall packaging to encourage sales at newsstands. This strategy proved useful, as the newsstands sales increase some 25% after the transformation was complete.
- Set up the Media Kit for the magazine, as well as pricing, discounts and the advertising rates for various types of packages.
- Under my stewardship, we hired MPH distributors to handle the English magazine distribution in Malaysia, while Nanyang Press focused on the

Chinese magazine distribution. The appointment also contributed to the increase in English magazine sales.

- As part of the overall development, a person was engaged to do market surveys and to do competitor analysis of the industry and trends. He was also in charge of doing promotions and publicity campaigns for the magazine.
- The magazine has since gone online, in line with the current trend of focusing on key market demographics.

Enclosed are the organizations/companies that I have been linked with, either by being featured, provided editorial support to; trained or provided other services:

- **Ministry of International Trade and Industry, Malaysia.**
 1. Involved in the drafting of the Malaysia-EU Free Trade Agreement Media Release and Trade information for media.
 2. Involved in the drafting of MITI Q&A's for the Star newspaper (published on 23/10/2010).
 3. Involved in the drafting of the Malaysia-India CEO Forum press information on behalf of the Ministry (dated 27/10/2010)
 4. Involved in the drafting of the response to article "Group: Stronger Ringgit will hit furniture exports" on the Sun newspaper dated 24/09/2010, on behalf of MITI.
 5. Involved in the drafting of the launch of the Strategic Trade Act 2010 Registration System on behalf of MITI.
 6. Involved in the initial drafts of press information related to the Trans-Pacific Partnership Agreement (TPP) in 2010.
 7. Involved in the drafting of several other MITI editorial and press support information.
- **Ministry of Tourism, Malaysia**
 1. Involved in "Colours of Malaysia" press and speeches for Minister and Tourism Secretary (2006-2007).
 2. Involved in all aspects of editorial planning for Penang World Music Fest (2007).
 3. Involved in Passport to Malaysia book editorial and sourcing (2006-2007).
 4. Involved in planning for Edinburgh Fest by Tourism Malaysia (2007)
 5. Planning and editorial support for East Asia tourism market tender (2007).
- **Malaysian Investor Relations Association (MIRA-under Bursa Malaysia)**
 1. Investor Relations trainer for the management and senior management of companies who are members of MIRA (as well as non-members).
 2. Involved in editorial research and support for MIRA Investors Relations Awards for the first two years (2011 & 2012).

- **Federation of Investment Managers, Malaysia (FIMM)**
 1. FIMM certified magazine editor.
 2. Financial planning specialist writer for FIMM “UT Today” magazine.
 3. Official writer for FIMM Industry Dialogue 2011.
 4. Official moderator for FIMM Unit Trust Consultants Annual Convention 2011.

- **Financial Planning Association of Malaysia (FPAM)**
 1. Previously was a FPAM certified magazine editor.
 2. Participated in FPAM dialogues and forums.

- **Bursa Malaysia**
 1. Assisted in educational support for pre and post-listing (stock market and regulatory stories).
 2. A key player and supporter of Bursa initiatives for the development of the local exchange.

- **Securities Commission, Malaysia**
 1. Key supporter of regulatory initiatives by Securities Commission.
 2. Editorial support on SC guidelines and programmes.
 3. Participated in various SC led dialogues, conferences and forums on regulatory best practices.

- **PriceWaterhouseCoopers**
 1. A party in the initial planning of the Private Retirement Scheme (PRS) in Malaysia, alongside PriceWaterhouseCoopers, KMDC and Smart Investor.
 2. Involved in the first stage planning of PRS with a contribution article titled, “**Sustainable Wellbeing: Investment Options for Your Retirement Years**” in PriceWaterhouseCoopers corporate PRS Digest in 2010.
 3. Moderator and planner for the first “Retirement Transformation Seminar” organised by the above three organizations.

- **Media Trainer for senior management and board of directors of the companies below, prior to listing and post-listing:**
 1. Benalec Berhad
 2. CapitaMalls Malaysia REIT Management
 3. CapitaLand Retail Malaysia
 4. Century Software Holdings Berhad
 5. Cypark Berhad
 6. Datasonic Group Berhad
 7. EITA Resources Berhad
 8. Gas Malaysia Berhad
 9. GHL Berhad

10. MSM Malaysia Holdings Berhad (Felda)
11. Pavilion REIT Berhad
12. Straits Trading Company Limited (Singapore)
13. UOA Development Berhad

Appeared with or assisted the following organizations (either as editorial consultant, advisor or media specialist)

1. AXIS Global REIT
2. Bernama TV
3. Bernama Radio 24
4. Cebu Pacific Airways (Philippines)
5. DiGi.com Berhad
6. Dijaya Corporation Berhad
7. Department of Tourism, Philippines
8. East Coast Economic Region (ECER)
9. Fundsupermart.com
10. Impiana KLCC Hotel, Kuala Lumpur
11. Malaysia Healthy Ageing Society (under Ministry of Health)
12. Malaysia Investor Relations Association (MIRA)
13. MediaCorp (Singapore)
14. NTV 7 News and Editorial
15. Palm Garden Hotel, Putrajaya
16. Public Mutual Berhad
17. Radio Television Malaysia (RTM)
18. Retirement Transformation (Private Retirement Scheme)
19. Singapore Tourism Board (STB, Singapore)
20. Television Twelve Private Limited (Singapore)
21. World Health Organisation (WHO)

Achievements:

1. HRDF Certified Media Trainer recognised by organizations listed on Bursa Malaysia.
2. Certified Investor Relations Trainer by MIRA.
3. Certified editorial and public relations trainer for organizations listed on Bursa Malaysia.
4. Worked in conjunction with SIDC and the Securities Commission towards educational support for investment and investment linked products for the Malaysian public.
5. Worked with the Federation of Investment Managers, Malaysia to develop editorial content for unit trust and trust related investment, for the Malaysian investing public.
6. The other job function that I was doing was Managing Editor of Shares Investment Malaysia. The Chinese Edition of the magazine, which was also

under my purview, was the top 3 best-selling Investment magazines in Malaysia (based on MyNews.com statistics).

7. Created a successful brand for an investment magazine that has transcended the traditional medium of hard copy magazines, allowing it to migrate online with ease.

8. Recognized by Investment banks and stockbroking houses as the leading brand of magazine (hard copy and online) for retail investors.

2006 Till 2010 (4 Years)

- **Company Name:** Inovatif Media Asia Sdn Bhd, Petaling Jaya
- **Position Title:** Editor-in-Chief
- **Magazine Title:** Smart Investor
- **Position Level:** Senior Manager
- **Specialisation:** Providing knowledge for corporations, businessmen, professionals, practitioners as well as certified financial planners on areas of investment and business
- **Industry:** Publishing
- **Monthly Salary:** RM9,000

Work Description:

- In charge of overall management of the editorial team, editorial direction, design, content and planning of the magazine.
- Communicate with the distribution and circulation departments.
- Ensure that the magazine maintains its accreditation as the leading magazine in the industry approved as read material by the Financial Planning Association of Malaysia, Securities Commission and Bank Negara, amongst others.
- Ensure the editorial direction of the magazine remains fresh and relevant, in line with changes in industry and reader preferences.
- Working with the sales team to ensure best methods of selling the magazine to clients. This involves creating segments and blocks to sell to clients, such as Special Focuses and other client focused segments.
- In charge of hiring sales, marketing, editorial and distributions personnel to boost the various divisions of the magazine.
- Planning, strategizing and maintaining overall profitability of the magazine at all times.

Achievements:

- Winner of DiGi Journalism Award 2006 for “**Best Magazine Article-English**”.
- Created a successful re-branding exercise that led to the magazine becoming more attractive and profitable.

- Created the various segments and blocks within the magazine that has allowed it to be sold as value added packages to the clients. During period in charge, magazine advertisement revenue grew from an average of RM35, 000 to RM80, 000 in January 2010.
- Recognised as the leading financial planning and wealth management investment magazine in Malaysia.

2005 Till 2006 (1 Year)

- **Company Name:** Reach Publishing (M) Sdn Bhd, Petaling Jaya, Malaysia
- **Position Title:** Editor-in-Chief
- **Magazine Titles:** PC.com, Business Today, Digital Camera & Photography and Portfolio
- **Position Level:** Senior Manager
- **Specialisation:** Publishing – Specialising in business, communication, investment and management
- **Industry:** Publishing
- **Monthly Salary:** RM 7,500

Work Description:

- Editor-In-Chief for PC.com - Malaysia's best-selling IT magazine.
- Editor-In-Chief for Business Today - Malaysia's best-selling Business magazine.
- Editor-In-Chief for Digital Camera & Photography & Portfolio magazine.
- In charge of restructuring PC.com and Business Today, in terms of look, feel and content; to make it more advertiser and consumer friendly.

Achievement:

- In charge of restructuring two existing brands in the market place to make them more attractive to readers, clients and experts in the field.
- After the restructuring, PC.com was nominated as finalist of the “**Best Consumer Technology Title, Asia**” at the MediaConnect Asia Technology Journalist Awards 2006.
- Business Today advertisement revenue grew from RM40, 000 to RM60, 000 per month.
- PC.com revenue grew from RM120, 000 per month to close to RM250, 000 during the bumper issue in December 2005.

Reason for leaving:

- Achieved all jobs tasked to me by top management in 6 months’ time (i.e. turnaround of PC.com and Business Today into profitable and advertiser friendly business units.
- Ensuring that I can contribute more effectively to a greater new challenge, so as to ensure my talents do not go to waste.

2002 Till 2005 (3 Years)

- **Company Name:** Inovatif Media Asia Sdn Bhd, Petaling Jaya, Malaysia
- **Position Title:** Editor
- **Magazine Title:** Smart Investor Malaysia
- **Position Level:** Manager
- **Specialisation:** Publishing & Printing
- **Industry:** Publishing
- **Monthly Salary:** RM 4000

Work Description:

- Editor for Smart Investor Malaysia magazine, a focused investment and business magazine.
- Affiliated to Smart Investor Singapore magazine
- Required to liaise with top business leaders, fund managers, investment brokers and investment houses, for story ideas.

Reason for leaving:

Career upgrade

2000 Till 2002 (2 Years)

- **Company Name :** The Right Angle Media Pte Ltd, Singapore
- **Position Title:** Executive Producer
- **Position Level:** Manager
- **Specialisation:** TV Documentary and TV Programme Production
- **Industry:** TV Production House
- **Monthly Salary:** S\$ 3500 (about RM8,750)

Work Description:

- Producing and overseeing Business News Magazines for Singapore T.V.
- Producing and overseeing Youth based programmes for Singapore T.V.
- Writing concepts for BBC South East Asia, Discovery South East Asia, and Singapore T.V. stations including MediaCorp TV, Television Twelve Pte Ltd and the former TV Works.
- Research work for other programmes produced by the company.
- Working in a highly specialised AVID editing environment.

Reason for leaving:

Post-911, the economies of the region were undergoing consolidation and there was lesser need for foreign talent in Singapore, as companies were downsizing.

Therefore, I realised it was time to go back to Malaysia, taking up the role of an Editor of a powerful name in the local business magazine industry.

1997 Till 2000 (3 Years)

- **Company Name:** Natseven T.V. Sdn Bhd (ntv7)
- **Position Title:** Business Editor
- **Position Level:** Manager
- **Specialisation:** TV News Journalism
- **Industry:** TV News Media
- **Monthly Salary:** RM 3500

Work Description:

- Journalist
- Promoted to News Producer
- Promoted to Head Of Business Desk.
- Production of National Level programmes - Economic Crisis & Recovery (1997-1998), national Budget (2000). Political crisis (1998), educating Malaysians on the New Economy (1997 onwards)

Accomplishment:

- Best Business News In Malaysia 1998 – 1999 (A.C. Nielsen Research survey)
- Best Budget Programmes for Budget 2000 (Profitability Based)
- Organised interviews with leading International business leaders (e.g.; Paul Krugman, Sir Leon Brittan).

Reason for leaving:

Regional exposure with all the leading South East Asian media powerhouses in Singapore

1996 Till 1997 (1 Year)

- **Company Name:** Hino Motors (M) Sdn Bhd
- **Position Title:** Credit Control Executive
- **Position Level:** Executive
- **Specialisation:** Hire purchase, credit evaluation, credit control
- **Industry:** Motor vehicles
- **Monthly Salary:** RM 2500

Work Description:

- Evaluating credit given to dealers and individual players
- Control of credit given to dealers and individual buyers

- Monitoring letter of undertaking and collection of payment
- Evaluating the letters of credit
- Checking bus and truck chassis throughout country, prior to payment to ensure that no modifications or exchanges are made
- Liasing with dealers and banks

Reason for leaving:

Given an opportunity to try my hands in journalism, a field I am very much interested in

1993 Till 1996 (3 Years)

- **Company Name:** MBf Finance Berhad, Johor Bahru Main
- **Position Title:** Officer
- **Position Level:** Executive
- **Specialisation:** Banking & Finance
- **Industry:** Finance
- **Monthly Salary:** RM 2000

Work Description:

- Started as funding officer to generate funds to the branch
- Encouraging companies to place Fixed Deposits at the branch
- Encouraging the setting up of off-site ATM placement at factories and shopping malls to encourage ATM and savings account increment.
- Other portfolio includes HP and Leisure Holidays collection officer
- Handling legal notices for JID (Judgement in default), legal notice of demands and notice of demands, with the company law firms.
- Monitoring untraceable and final stage accounts of Leisure Holidays.
- Received commendation from MBf HQ for placing the branch as third highest in collection revenue from a lowly 9th place, for Leisure Holidays accounts.

Reason for leaving:

A better job opportunity and marketability by joining Hino Motors in the Klang Valley

SKILLS PROFILE

Media Industry (Magazines and TV)	> 17 years
Communications at all levels:	> 17 years
Writing for all types of media:	> 17 years
Trainer	> 10 years
Reporting/journalism	> 10 years
Managing reporters, journalists, writers	> 10 years
MS Word	> 10 years

Translating (English-Malay-English)	> 5 years
TV Directing	> 5 years
TV Production	> 5 years
APTN, Reuters, Bloomberg	> 5 years
MS PowerPoint	> 5 years
Copywriter and copy editor	> 5 years
Avid	> 3 years

LANGUAGES

English	=	Excellent spoken and written
Bahasa Malaysia	=	Excellent spoken and written
Bahasa Indonesia	=	Fairly good written and spoken
Other Languages	=	Malayalam (spoken only – fair)

AVAILABILITY

I am available based on agreed upon starting date

EXPECTED SALARY

Realistic figure based on my set values to the company, as well as job expectations

REFERENCES

Name: Sheikh Ahmad Raffie
Position: Senior Director, Strategic Communications
Company: Malaysian Communications and Multimedia Commission
Telephone: (603) 86888000

Name: Maria Song
Position: Former Administration Executive
Company: Pioneers & Leaders (Malaysia)
Telephone: (603) 56352833