



THE
APPIES
2017

MALAYSIA

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KEYNOTE SPEAKERS



DR. TERRY O'CONNOR, OBE
Group CEO of
Courts Asia Limited

Terry O'Connor is the Group Chief Executive Officer of Courts Asia Limited, the holding company for Courts, one of Southeast Asia's leading electrical, IT and furniture retailers.

In 1993, Terry was hired by Courts to spearhead its acceleration into the electrical retail market in Singapore, holding the posts of Buying Director from 1993 to 1997, Commercial Director from 1997 to 1998 and Deputy Managing Director from 1998 to 2000 before assuming the role of Managing Director in 2000. After the private equity-led buyout of Courts operations in Southeast Asia in 2007, Terry assumed the role of CEO for Courts in Asia and has since led a turnaround of its operations in Malaysia and entry into Indonesia.

Terry is also a leading figure in the wider British community in Singapore. He was the President of the

British Chamber of Commerce (BritCham) from 2006 to 2010 and the President of the British Club from 1999 to 2002. Under his leadership at the BritCham, it grew to become an active organisation with over 1,000 members, delivering valuable services to the British business community in Singapore. Terry has also spearheaded links with other British Chambers in neighbouring countries to identify synergies and opportunities in Southeast Asia.

Terry holds a Master of Business Administration in Retailing and Wholesaling from the University of Stirling. In 2013, he published a book on his personal and professional journey in retail titled 'Why Not? The Story of a Retail Maverick and Courts'.

Rakesh was appointed Vice President of Unilever MYSG in February 2012 and in 2014 became Senior Vice President for MYSGMCL. Prior to this he was, Vice President for Unilever Bangladesh. He joined Hindustan Unilever in 1990 and has held positions as Managing Director Unilever Nepal, Managing Director DiverseyLever, and General Sales Manager etc.

Prior to joining Unilever, he started his career with Electrolux India. He managed sales of floor care equipment. Later, as the Assistant Marketing Manager, Mattel Toys India Ltd, he was engaged in marketing of toys including the well-known Barbie Doll and Hot Wheel cars.

Rakesh has an MBA (Marketing) and a Bachelor of Engineering (Mechanical Engineering) from Mumbai University. He is married with two children, both now residing in India. His son is a marketing professional and his daughter recently graduated in Dentistry. He is joined by his wife, Ragini in Kuala Lumpur. His interests include travelling, yoga and fitness.



RAKESH MOHAN
CHIEF JUDGE APPIES MALAYSIA 2017
Chairman of Unilever Malaysia, Singapore,
Myanmar, Cambodia & Laos

Razaleigh Zainal (or Raz as he prefers to be addressed as) a US graduate in International Studies, brings with him over 20 years of international and regional experience in developing and leading national programs in the travel industry, destination & product marketing activities.

His last employment was as the Head of PMO MD's Office (Brand Transformation) in Sime Darby Property. His prior experiences with Iskandar Investment and the Malaysian Tourism Promotion Board has given him a solid foundation in developing and growing targeted marketing segments, investor & media relations, stakeholder management, B2B and B2C marketing and branding management.

Razaleigh is currently leading the Corporate Affairs Division to formulate MDEC's brand, communications and outreach strategy and implementation of its strategic initiatives.



ALAN CHEAH
Chief Operating Officer of
GoCar Mobility

Currently the Chief Operating Officer at GoCar Mobility, the fastest growing legal car-sharing platform in Malaysia - recently acquired by Mayflower Car Rental, a subsidiary of Tan Chong Group. GoCar is now located in 40+ locations with 70+ GoCars on the road spread across Klang Valley and Langkawi. Alan is responsible for growth, expansion, marketing, operations, partnerships, business development, and stakeholder management.

Prior to GoCar, he was the Marketing Director at MaGIC. Primarily responsible for leading and strategising the digital roadmap to create regional awareness and engagement for MaGIC's brands, programs, and projects across the ASEAN region. He was also the lead digital strategist for MaGIC Accelerator Program Cohort 1, MaGIC Academy MA2014 & MA2015, and e@Stanford Programs - a partnership with the University of Stanford.

Apart from work, he is frequently sharing thoughts and giving talks / lectures on personal growth, GoCar key takeaways, insights on marketing, entrepreneurship, and team culture.



RAZALEIGH ZAINAL
Vice President, Corporate Affairs
Malaysia Digital Economy Corporation
(MDEC)