



Press Release  
For Immediate Release

## MDEC Announces Appointment of Vastly Experienced Chief Financial Officer Following Its 'Reinvent' mission

- *Best-in-Class Financial Expert will manage and administer financial resources to boost outreach and impact to the people and industry.*
- *This marks the second C-Suite appointment under the agency's plan to bolster MDEC's reinvention of structure and culture to better deliver the country's digital transformation agenda.*

**Cyberjaya, 20 January 2020:** The Malaysia Digital Economy Corporation (MDEC) announced a key appointment to its senior management team member today, naming **Nora Junita Dato' Seri Mohd Hussaini** as its new **Chief Financial Officer (CFO)**. Bringing over a decade of C-level experience including with multi-million dollar and regional Mergers & Acquisitions (M&A) business turnaround and change management, especially in the telecommunications sector, she is a Finance and Strategy professional with over two decades of sound experience across multiple industries and markets in Europe and Asia, specifically in the UK, Malaysia and Bangladesh. Nora Junita will serve MDEC as its newly appointed CFO with immediate effect.

This is the second appointment in 2021, following MDEC's 'Reinvent' – a strategic change management exercise that was recently launched to inculcate a high-performing and high-impact organisation. MDEC also introduced the Input, Output, Outcome & Impact (IOOI) Valuation Metrics in its planning process to guide future resource allocation and utilisation, as well as to effectively measure the organisation's socio-economic contribution to society.

In supporting this change, Nora Junita will contribute to business strategy and financial leadership alongside programmes that are aligned with MDEC's overall national strategic objectives. Leveraging her experiences in finance and business management, Nora Junita will work with the MDEC team to achieve sustainable long term growth, while creating a greater impact on operational effectiveness across a breadth of functions.

"I am enthusiastic about the future of Malaysia's digital economy. Our new line up of strong C-suite leaders is in line with MDEC's 'Reinvent' agenda, to further accelerate the nation's leap to embrace 4IR technologies, enabling Malaysians to leverage these technologies for better lives and gearing towards shared prosperity for all. I am very happy to have Nora Junita to be part of our team. She has a proven track record for best in class financial management and the capabilities required to administer financial resources from strategy to implementation, given her oasis of experience both locally and globally. This quality and experience are certainly something we need to fulfil the nation's digital-first vision, in a progressive and well-evaluated manner," said **Datuk Wira Dr. Hj. Rais Hussin Mohamed Ariff, Chairman of MDEC.**



Nora Junita is a Fellow Chartered Accountant with the Institute of Chartered Accountants in England and Wales and a member of the Malaysian Institute of Accountants (MIA). She also has experience in being the Board of Directors in the private limited companies and is a member of the Institute of Corporate Directors Malaysia and Lead Women.

“MDEC will continue to lead Malaysia’s digital economy forward, harnessing contributions from a capable, energised team. Nora is a reservoir of pragmatism, coupled with high adherence to integrity and compliance. I fully expect she will reengineer the Finance Division to facilitate MDEC’s efforts in the acceleration of the digital economy for the many, building towards Malaysia 5.0,” Datuk Wira Dr. Hj. Rais Hussin explained.

With extensive experience and a proven track record in successfully formulating financial and business plans as well as strategies for an e-commerce start-up, and an engineering services company, Nora Junita has also provided strategic board advisory services to a major telecommunications player.

Additionally, she has also provided strong financial, strategic and operational management with a leadership role in her past CFO positions. Her vast experience includes leading the Finance functions and teams at organisations such as Webe Digital Sdn. Bhd. under Telekom Malaysia Berhad, Packet One Networks Malaysia Sdn. Bhd. and Axiata Group Berhad.

“I am truly excited to be part of the sterling team at MDEC, who are working tirelessly to propel Malaysia’s Digital Economy forward and firmly establish Malaysia as the heart of Digital ASEAN. I look forward to being a part of the management team to further enhance MDEC’s effectiveness in navigating challenges together, as we work towards key outcomes for Malaysia,” said Nora Junita.

Nora Junita will be working closely with the **Chief Executive Officer (CEO) of MDEC, Pn. Surina Shukri**, and MDEC’s Management Operating Council, comprising the heads of the four key strategic areas Digital Business, Digital Investments, Digital Talent and Digital MDEC; to drive high impact digital outreach for the society and economy.

“I’m very excited to welcome Nora Junita to Team MDEC. I look forward to starting the year with her and a host of other exceptional talent, as we reinvent MDEC to serve Malaysia by leading the digital economy forward into the 4IR. We particularly look forward to leveraging her expertise in the areas of strategy, finance and change management, as we embark on realising MDEC’s vision for a digitally accelerated society and shared prosperity for all,” said Surina.

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### **About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward.

Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-



powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward

To find out more about MDEC's Digital Economy initiatives, please visit us at [www.mdec.my](http://www.mdec.my) or follow us on:

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