

MDEC Appoints Afdhal Nayan As Chief Transformation Officer

- *Formerly Head of Transformation at AirAsia Group, Afdhal will develop, implement and drive MDEC's transformation initiatives across business process improvements, procurement strategies and MSC facilitation services*

CYBERJAYA, 3 MAY 2021: Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency for digital transformation, today announced the appointment of Mohd Afdhal bin Mohd Nayan as Chief Transformation Officer to drive forward its 'Reinvent' mission and accelerate capability to realise the aspirations of the Malaysia Digital Economy Blueprint (MyDIGITAL).

Afdhal, who will report to the CEO, will work closely with MDEC Operating Council (MOC), members of the leadership team and its Board of Directors to define the organisation's corporate transformation initiatives, development and implementation.

"Afdhal is a proven transformation specialist, his track record at AirAsia marks him out as an excellent fit with the Reinvent mission that we are on at MDEC. I am confident that he will accelerate our change initiatives towards making MDEC an agile, efficient agency operating with the highest level of integrity in our bid to establish an innovative, inclusive and technologically-integrated society in line with Malaysia 5.0 and making the nation the Heart of Digital ASEAN," said Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman, MDEC.

A graduate from the Asia School of Business (in collaboration with MIT Sloan Management), he was formerly with AirAsia Group Berhad where he served as Head of Transformation Execution from 2018. Afdhal oversaw a total of 88 transformation projects which resulted in significant cost reduction. He also designed a proprietary continuous improvement programme by amalgamating top-tier improvement tools which enabled less wastage and increased profit for the organisation. The programme also upskilled some 900 employees to be key transformation agents within the organisation.

"The appointment of Afdhal will strengthen our business and operational capabilities, ensuring best practices are implemented, both internally and in all our external programmes in ensuring we enhance our customer experience with various stakeholders. He will certainly have an integral role in our efforts to realise the goals of the MyDIGITAL for the benefit of the Rakyat and the nation," said Surina Shukri, MDEC CEO.

Afdhal will lead in the overall review and improvement of efficiency of current business processes and increase revenue streams. He will also put in place best practices for procurement strategies and propose new policies, practices and processes whilst ensuring compliance to integrity, risk management and governance. He will also be tasked to further enhance and improve the current MSC Facilitation Services operations.

"I am ready to hit the ground running at MDEC to support and drive the Reinvent mission to ensure the organisation be the best it can be. Crossing over from the private sector to be part of this agenda to serve the Rakyat and Malaysia is a tremendous honour to me," said Afdhal.

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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 in line with Malaysia 5.0 and firmly establishing Malaysia as the Heart of Digital ASEAN.

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