



Press Release
For Immediate Release

MDEC Aims for Sustainable Growth in 2021; Appoints New Chief Financial Officer

- *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, 19 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 M&A, business turnaround and change management, specifically in telecommunications. She is also a Finance and Strategy professional, with over two decades of sound experience across multiple industries and markets in Europe and Asia, especially the UK, Malaysia and Bangladesh. Nora Junita is appointed to this new role with immediate effect.

This is the second appointment in 2021, which follows MDEC's 'Reinvent' initiative – 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 contributions.

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's Management Operating Council to achieve sustainable long-term growth, while also having an impact on operational effectiveness across a breadth of functions.

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

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 had also provided strategic board advisory services to a major telecommunications player. This includes delivering strong financial, strategic and operational management and leadership 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,” she said.

Nora Junita will be working closely with the MDEC CEO, 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 Malaysia’s socio-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 Fourth Industrial Revolution. We particularly look forward to leveraging on 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,” added Surina Shukri, CEO of MDEC.

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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 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

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