



**Press Release
For Immediate Release**

MDEC Strengthens Focus on Talent; Announces Head of Performance Management Systems & Engagement

- ***Previously Head of Performance Management & Engagement at Touch 'n Go Zamer Rizal Osman assumes new role as Head of Performance Management System & Engagement at MDEC.***
- ***Hire will boost capabilities across various functions in the agency, fulfilling MDEC's "Reinvention" mission.***
- ***Zamer brings specialist knowledge in performance management systems, rural community leadership, corporate values and culture, as well as performance management systems.***

Cyberjaya, 1 February 2020: The Malaysia Digital Economy Corporation (MDEC) has appointed Zamer Rizal Osman as Head of Performance Management System & Engagement with immediate effect. He will strengthen MDEC's focus on Human Capital Development, leveraging his extensive expertise and best practices in performance management and the execution of related frameworks.

Marking yet another significant appointment under MDEC's 'Reinvent' initiative – a strategic change management exercise that was recently launched to inculcate a high-performing and high-impact organisation, the agency continues to build capabilities internally by identifying the right skills for managerial roles. This is to ensure optimal performance of its new structure.

To enhance its service delivery, MDEC also introduced the Input, Output, Outcome & Impact (IOOI) Valuation Metrics in its planning process to guide resource allocation and utilisation, as well as to effectively measure the organisation's socio-economic contribution to society. MDEC had begun cascading changes throughout the organisation to ensure the processes run optimally at all levels.

"We have amazing talents in MDEC and our people are ultimately the drivers of all the output and impact we achieve. As the agency entrusted to lead Malaysia's digital economy, we must prioritise our people to be at the centre of our mission and to build a digital economy for the many as well as realise our vision of Malaysia 5.0. Zamer's appointment enables us to streamline the structure and reinvent the culture of our workforce, allowing us to better deliver the country's digital transformation agenda," said YBhg. Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman of MDEC.

A DDI Certified Master-Trainer in performance management systems, Zamer is known for managing; developing; enhancing; facilitating and coordinating strategies; execution and roll-out of total frameworks; and standard operating procedures in performance management and engagement.

"I am excited to welcome Zamer to the MDEC family. As MDEC enables Malaysia to achieve its vision of a people-first society in the age of the Fourth Industrial Revolution



(4IR) and its next-gen technologies, we must also be equipped with a continuous-improvement mindset and new skills. This is key as we drive high impact digital outreach for the society and economy. I am confident that Zamer's talent and high performance in various HR roles will fortify the highly capable talents that we already have at MDEC. We look forward to his expertise in enhancing our people's development and performance," said Surina Shukri, CEO of MDEC.

Zamer's immediate past roles were as Head of Performance Management and Engagement at Touch 'n Go Sdn Bhd and Senior HR Business Partner, Group Customer Service & Retail for Celcom Axiata Berhad.

He was recently awarded Marketing In Asia's "MIA 70 Rising Personalities on LinkedIn in Malaysia in 2020". He also received a "Monthly and Quarterly Winner" at Celcom's Smart Spending Competition under the Project Standard Guidelines of Mileage Distance. In addition, Zamer had been recognised as the "The Most Industrious" Facilitator/Trainer at the Celcom Corporate Values and Culture Internal Training Program in 2014.

"I am excited to be a part of a forward-thinking organisation like MDEC. In addition to my exposure to human resources functions within GLCs, PLCs and the government sector, paired with my passion in developing people, I look forward to bringing my know-how in rural community leadership, corporate values and culture, as well as performance management systems to support MDEC's work to chart Malaysia's pathway towards becoming the Heart of Digital ASEAN," said Zamer.

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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 or follow us on:

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Twitter: @mymdec

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