

A seasoned Agency Manager with 24 years of extensive experience in the insurance industry, I have been serving at Prudential Assurance Malaysia Berhad – Impact Life Solutions with dedication and professional excellence. I am committed to protecting and bettering lives through the power of insurance, aiming to bridge gaps in understanding, access, and benefits within the industry.

With a background in Social Science and Management from the University of Science, Malaysia, I have harnessed my skills and knowledge to foster strategic development, risk management, and change adaptation in the dynamic insurance industry.

## **Work Experience**

Agency Manager, Prudential Assurance Malaysia Berhad – Impact Life Solutions  
1999 – Present

In my 24 years with Prudential Assurance, I have mastered the balance between managing risks and optimizing growth. I have been instrumental in:

1. Leading a high-performing team of agents and ensuring their continuous professional development.
2. Implementing robust strategies for agent recruitment and retention that have proven successful over the years.
3. Adapting and implementing change management strategies to ensure the organization stays relevant and competitive.
4. Developing and executing risk management plans to maintain business continuity and safeguard against unforeseen circumstances.

## **Education**

University Science Malaysia  
Bachelor's degree in social science and management, 1999

## **Personal Statement**

My journey in the insurance industry has been fulfilling and enlightening. The evolution of the industry, driven by changes in technology, regulations, and customer expectations, has taught me the value of adaptability and foresight. I am passionate about making a real difference in people's lives, and insurance gives me that opportunity.

My life goals are centered around creating a more inclusive and accessible insurance landscape. I strive to leverage my knowledge and experience to drive better understanding and uptake of insurance products, ensuring more people can benefit from the security they provide.

In my role as an Agency Manager, 'Change Management' has been a vital component of my work. The industry's dynamism necessitates a proactive approach to anticipating and adapting to shifts, whether regulatory, technological, or market driven.

Similarly, 'Risk Management' is intrinsic to the insurance business. As an Agency Manager, I navigate potential risks and uncertainties, developing strategic responses to protect both our company and our clients.

In terms of 'Strategic HR recruitment', I believe the right team is the foundation of success. Hiring individuals who not only possess the right skills but also align with the company's culture and vision is crucial. This strategy has significantly contributed to the quality and consistency of our service, and ultimately, our reputation in the industry. I look forward to continuing my work, honing my expertise, and making a difference in the insurance industry and our clients' lives.