

# Pauline Goh Boey Hwa

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- Personal Particulars**
- Age : 47
  - Date of Birth : 7 February 1968
  - Sex : Female
  - Marital Status : Married
  - Nationality : Malaysian

**Professional Experience**      Feb 2015 – current      InvestKL Corporation      Kuala Lumpur  
April 2012 – June 2014

**Director, Investor Relations**

- Objective : Responsible to attract European Multi-National Companies (MNCs) to set-up their regional operations in Greater Kuala Lumpur (GKL).
- Managed to bring in 12 European MNCs to set-up their regional operations in GKL, ie Oleon (Belgium), Promat (Belgium), Altran (France), International SOS (France), Clariant (Switzerland), Colas Rail (France), Menard (France), Zurich Insurance (Switzerland), Wilhelmsen Ship Services (Norway) and SPIE Oil & Gas Services ASP (France), Worldline (France), NNE Pharmaplan (Denmark).
- Assisted some of the companies to get the various types of tax incentives from MIDA (OHQ, R&D, Training Grant), MDEC (MSC) and other government agencies.

April 2009 – April 2012      Alcatel-Lucent Malaysia Sdn Bhd      Kuala Lumpur

**Senior Account Manager**

- Objective : Responsible for TM Metro-e Account
  - Working closely with our local partner, Airstar (M) Sdn Bhd on a Metro-e contract with TM (2006 – 2009) amounting to ~RM100m.
  - Close the TM HSBB Metro-e Contract in Jan 2010 (~RM115m).
- Sales Achievement
  - Achieve Orders/Sales of ~RM35m in 2010
  - Achieve Orders/Sales of ~RM20m in 2011
  - Managed to convince TM to use ATM Pseudowire Solution for their ATM DSLAM Backhaul over the Metro-e network
  - Championing the Mobile Backhaul solution with TM for Mobile Operators in Malaysia

Jan 2006 – March 2009      Alcatel-Lucent Malaysia Sdn Bhd      Kuala Lumpur

**Account Manager**

- Objective : Responsible for TIME dotCom, YTL, U Mobile, Tenaga (2006 – 2007), other Vertical Market Accounts (2006 – 2007)
  - TIME dotCom : DWDM, MSAN, SDH Maintenance
  - YTL : WiMAX
- Sales Achievement
  - Help to win TM Metro Ethernet Tender worth RM60m
  - Won Tenaga SDH Tender worth RM5m
  - Almost won Time 3G but their license has been sold to DiGi
  - Yearly revenue from TDC for Maintenance and SDH for RM1m – RM3m

**August 2003 – Jan 2006 Alcatel Network Systems Malaysia Kuala Lumpur  
Consultant, Customer Account Team**

- Objective : Supporting the Account Teams on Fixed Network Solutions
- Key activities (IP, ATM, ADSL, Wimax, DDN, Tripple Play) include discussion with Customer on their Network requirement/solutions, responding to tenders, Initial phase of Project Implementation

**September 2001 – Jul 2003 Alcatel Network Systems Malaysia Kuala Lumpur  
Sales Support Manager**

- Objective : Supporting all the following sales activities in Malaysia.
- Generating sales
  - Equipment Sales : TMB, Shell Sarawak, Royal Police of Malaysia, TimeDotCom, Maxis, Celcom, NTT, KL International Airport, GITN, Pernec
  - Maintenance Contract : Siemens, NTT, Asia Global Crossing, MayPac/Telekom Malaysia, Cable & Wireless, AT&T
  - Presentation to customers
- Responding to tenders
- Manage the local team
- Post-Sales Support

**June 1999 – Sept 2001 Alcatel Network Systems Malaysia Kuala Lumpur  
Project Manager**

- Objective : Manage all the nationwide/regional data projects for Alcatel.
- Manage the following projects in the Philippines from Nov 2000 until Aug 2001 :
  - Digitel ADSL
  - Digitel Vismin (Frame Relay / TDM Network)
  - Digitel Broadband ( ATM Network)
  - Digitel MFLAN (SDSL Network)
  - BellTel (ATM Network)
  - ETPI (IP / ADSL Network)
- The following Y2K Upgrade/expansion projects were carried out in 1999/2000 :
  - Telekom Malaysia ATM Network (COINS)
  - Telekom Malaysia X.25 Network (MAYPAC)
  - GITN Frame Relay Network
- New project with Telekom Malaysia involving ADSL, Broadband Access Server (BAS) and Service Management Center (SMC) in CyberJaya.
- Responsibilities :
  - Project Planning/Meeting with Customers to make sure that the project runs smoothly and on schedule from the beginning until commissioning/acceptance.
  - Liase with Purchasing, Logistic and Shipping Department to make sure that the equipment arrive on site on schedule.
  - Liase with Finance Department to issue invoice to the Customers as well as follow-up on Customer payments.
  - Organize the participation of the Technical Expert from France R&D in the Acceptance Test/Commissioning.
  - In-charge of Maintenance Contract with the Customers.
  - Organize occasional interoperability-testing requested by Customers.

**1997 – April 1999 Alcatel Network Systems Malaysia Penang/Kuala Lumpur  
Senior Engineer**

- Project : TMB ATM Network (Jan 1999 – May 1999) Kuala Lumpur
- Objective : Support Alcatel's ATM switches (A1000AX) throughout Malaysia which forms Malaysia's first national ATM network for the MSC (Multimedia Super Corridor). The network operator is Telekom Malaysia Berhad.

- Responsibilities :
  - Support/teach Telekom Malaysia's engineers on the Network Management System, Operator Terminals and the A1000AX switch.
  - Organize/coordinate/participate hardware/software upgrades of the switches and Network Management Systems with a group of French engineers.
  - Organize/participate in the Acceptance Test of the system.
  - Interface between the customer and Alcatel's R&D in France.
  
- Project : ADSL Trials (March 1999 – May 1999) Kuala Lumpur
  - Objective : Coordinate the Asymmetric Digital Subscriber Line Trial for Telekom Malaysia & MSC.
  - Responsibilities :
    - Coordinate technical meetings for the various groups of people in the trial.
    - Follow the installation of the equipments and interworking of the various systems.
  
- Project : Y2K for Alcatel PABXs (Jan 1999 – May 1999) Kuala Lumpur
  - Objective : Coordinate the Y2K issues for PABXs in the Asia region.
  - Responsibilities :
    - Collect monthly reports from the Asian countries, summarize and send it to France.
    - Make sure that all the Customer's Queries from the website are propagated to the Y2K managers in the corresponding countries, and that they're handled by the local Y2K managers.
    - Educate the Y2K managers about the existing Y2K packages.
    - Interface between the Y2K managers and France.
  
- Project : Singapore One (Dec 1997 – Dec 1998) Singapore
  - Objective : Install Alcatel's ATM (Asynchronous Transfer Mode) switches (A1000AX) which serve as Singapore's national ATM backbone network. This network is operated by 1-Net Singapore Pte Ltd.
  - Responsibilities
    - Organize/coordinate/participate hardware/software upgrades of the switches and Network Management Systems with a group of French engineers.
    - Organize/participate in the Acceptance Test of the system.
    - Purchase of necessary equipment for upgrade.
    - Interface between the customer and Alcatel's R&D in France.
    - Teach/support the customer to use the system.
  
- Project : TMB ATM (Sept 1997 – Nov 1997) Kuala Lumpur
  - Objective : Install Alcatel's ATM switches (A1000AX) throughout Malaysia which forms Malaysia's first national ATM network for the MSC (Multimedia Super Corridor). The network operator is Telekom Malaysia Berhad.
  - Responsibilities
    - Install 3 of the switches in Kuala Lumpur together with French engineers.
    - Install the Operator Terminal and Network Management System.
    - Support/teach Telekom Malaysia's engineers.

**1993 –1997**

**Alcatel Network Systems Malaysia**

**Penang/France**

**Software Engineer**

- Have involved in the complete cycle of software development on Network Management software where 50% of time was spent in France for integration, testing and validation.
- Attended the following training given by *Institute de Formation* of Alcatel, France :
  - Introduction to Telecommunication – Topics including Switching Systems, Data Transmission and Telecommunication Networks.
  - TCP/IP, Protocol Stack and X.25 Network Protocol.

**Training  
/Conference**

- ATM Broadband Networking and Switching System.
- Systematic Problem Solving and Decision Making Processes course conducted by P G Training Consultancy.
- HP Open View Management Environment for Designer-Developer conducted by a trainer from HP Australia.
- Solaris 2.x System Administration course conducted by CSA.
- ATM Forum Meeting held in Singapore (December, 1997).
- ATM Year 98 workshop + conference held in Singapore (October, 1998).
- Packet Engine (Gigabit Ethernet switch) training in Singapore (March, 1999).
- LSS in-house training (LAN switch) (April 1999).
- Windows NT 4.0 Administrator Training (April 1999).
- Communique Asia 1999 in Singapore (June 1999).
- Communique Asia 2000 in Singapore (June 2000).
- MPLS/GMPLS World Forum in Seoul, Korea (March, 2003)
- 2H2004 APAC Fixed Communication Group Training (Nov, 2004)
- 1H2005 APAC Fixed Communication Group Training (May, 2005)
- Managed Account & Opportunities + Consultative Value Selling(May, 2005)
- Access Network Division Level 3 Training in Singapore (June, 2005)
- Broadband World Forum Asia in Hong Kong (May, 2006)
- Stretch (High Potentials identified by Alcatel) : Phase 1 - Session 1 Classroom : Entry Point, People Management, Project Management in Alcatel (May, 2006)
- Stretch : Phase 1 - Session 2 Classroom : Communication - Coaching and Counseling for Developing Others, Group Facilitation Skills (Principles & Practices), Conflict Management and Negotiation , Leadership for Change (March, 2007)
- Stretch : Phase 1 - Session 3 Classroom: Marketing and Financial Modules (June, 2007)
- Brought YTL Mgt to attend World Mobile Congress in Barcelona (Feb 2008)
- Brought YTL for Alcatel-Lucent WiMAX IOT Center Launch in Taiwan (Feb 2008)
- Helped IIR to get TM as Host Operator of the Carrier Ethernet World APAC Congress in KL (Nov 2009)
- Boost : Participated in a Business Strategy Game for Foortwear, Nov 2009, Paris
- Attended Alcatel-Lucent's SReXpert event in Las Vegas, Sept 2010
- Attended Multi-Level Solution Selling Training, March 2011
- Attended Persuasive Presentation with Impact & Purpose training by Jon Tan, April 2011
- Attended the APAC Women in Leadership Conference in 2011 and 2012
- Attended the Global Women Summit in June 2013
- Attended the NLP (Neuro-Linguistic Programming) Training in 2013

## Education

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|--|------------------------------|--------|
| 1989 –1993   | Universiti Sains Malaysia    | Penang |
| <ul style="list-style-type: none"> <li>▪ Bachelor of Computer Science (Hon), Second Class Upper</li> <li>▪ Minor in Management</li> <li>▪ Industrial Attachment (Dec 1991 – May 1992) @ Institute of Systems Science (ISS) of National University of Singapore.</li> </ul> |                              |        |
| 1985 –1988   | Technical Institution Penang |        |
| <ul style="list-style-type: none"> <li>▪ STPM (A,A,B,C,C)</li> <li>▪ SPM (Grade A)</li> </ul>  |                              |        |
| 1981 –1985   | Phor Tay Secondary School    | Penang |
| <ul style="list-style-type: none"> <li>▪ SRP (Grade A)</li> </ul>  |                              |        |

## Languages

English, Mandarin, Malay, French

## Interests

Reading, swimming.

**References**

To be provided upon request.