



Elain binti Lockman

Co-Founder & Director at ATA PLUS Sdn Bhd
Kuala Lumpur, Malaysia

Summary

I am currently a Co-Founder and Director in Ata Plus, a registered Equity Crowdfunding platform with the Securities Commission. Upbeat and optimistic, I am highly versatile and I believe that nothing is impossible and all challenges are just another form of opportunities. This proves to be the fuel in my career that spans across the areas of management, business strategy, operations, human resource, business development, relationship management, marketing and corporate communications. I have served notable organisations, namely Petronas, MDEC, Malaysia Debt Ventures, DiGi Telecommunications and Packet One Networks. I am a non-Executive Director on the board of Reservoir Link Berhad, a company listed on the ACE Market of Bursa Malaysia as well as Daya Materials Berhad, a company listed on the Main Board of Bursa Malaysia. I was also on the Board of Western Union Payments Malaysia from 2012 till 2019, while being actively involved in the start-up community, advising entrepreneurs in funding, strategy and operations. I was awarded by the Business Excellence & Research Group (BERG) as one of the 2019 Women Icons for my accomplishments and contributions in Fintech. I was also recognized by Digital News Asia, a leading independent news portal, as one of the 2020/2021 Batch of Digerati50 for being bold, brave and inspiring in pursuing my passion and pushing the boundaries in shaping the Digital Economy in Malaysia. I graduated from the London School of Economics with a BSc in Actuarial Science and MSc in Operational Research.

Experience

ATA PLUS SDN BHD
CEO & Co-Founder
May 2015 - Present

ATA PLUS is an Equity Crowdfunding platform, matching businesses who are seeking growth and funding with investors who want to partner in building sustainable world class companies. ATA PLUS is designed to address all critical risk areas which all stakeholders need to address in making sound decisions, whilst at all times, promoting transparency and good governance. The platform includes everything that is required of an online crowdfunding portal from on-boarding a new business with complete business and compliance screening; to qualifying and educating investors; to marketing the crowdfunding campaign and matching them in support of qualified Equity Crowdfunding raise; to documentation and managing disbursements; as well as post-investment reporting and monitoring; and entrepreneurship development to manage business risk and business growth.

Contact

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Top Skills

Strategy

Operations

Marketing & Communications

Management Consulting

Startup Ecosystem - Strategies,
Business Models, Operations,
Fundraising, Valuation

THE IA GROUP

Head of Business Development, Sales & MarComm

February 2015 - June 2015 (5 months)

Reporting directly to the CEO, I was responsible for developing and monitoring the sales pipeline, converting this in to new business and managing existing client accounts to realize their full potential. Worked hand-in-hand with the individual Heads of Business Lines to execute the Go-to-Market and end-to-end sales process. Also collaborated closely with the key technology partners, specifically SAP, Microsoft and Oracle; as well as industry influencers and strategic partners, such as MDeC.

ONE BIG IDEA

Director

2007 - 2015 (9 years)

Providing hands-on and personalized business consulting and value-added services to clients in the areas of Business Growth (Business Development, JV and M&A); Branding, Sales and Marketing (and going-to-market) Strategies; Fund-Raising strategies and opportunities; Entrepreneurship i.e. Transforming Ideas into Reality, Establishing new businesses, including development of Business Plans, Sales & Marketing and setting-up of business operations (operational policies, documentation, standards and procedures); and Corporate Communications Strategies and Planning. Collaborates with strategic partners in the scope of Corporate Finance, HR and Branding strategies. List of key clients include, DiGi Telecommunications, iPerintis Berhad, The Media Shoppe Berhad, PacketOne Networks. KISS Creative Sdn Bhd, Hibiscus Petroleum Berhad, Larizz Bumi Sdn Bhd, MSC Management Services Sdn Bhd, Pesona Pictures Sdn Bhd and Innovative Upstream Technologies Group of Companies.

MSC MANAGEMENT SERVICES SDN BHD

Director of Special Projects

May 2012 - October 2014 (2 years 6 months)

Lead Generation & Development for Public & Private Sector Projects, Relationship Management, Project Management, Strategy Development, Project Documentation, QA & QC,

E&E GOOD WORKS

Partner

2011 - 2012 (2 years)

Focused on a new F&B business, Elain was responsible for developing the business plan, hiring and developing the SOPs for the operations.

GREEN SCIENCE SDN BHD

Director

November 2010 - October 2011 (1 year)

Primary role was to establish and develop the Carbon Management business in Malaysia, specifically in the area of Carbon Audit & Advisory, Origination projects in Clean Development Mechanism (CDM) & Reducing Emissions from Deforestation and Forest Degradation (REDD); as well offering Education programmes to increase the awareness of the potential of the Carbon Economy to the key stakeholders, including the Government, Industry Players and the Public.

THE MEDIA SHOPPE BERHAD

Director of Business Development

2006 - 2011 (6 years)

Responsible for Business Development, Market Access and managing key Federal & State Government Accounts for the homegrown MESDAQ listed company.

PACKET ONE NETWORKS (P1)

Associate Director, Business Development & Special Projects

January 2009 - December 2010 (2 years)

Responsible for developing the concept, strategy and plans for the Community Broadband Center for the underserved communities in Malaysia, a 5-year program under the purview of the Multimedia Commission. Also responsible for developing a creative marketing strategy and program to acquire and retain subscribers for Wireless@KL, a free wifi service available around Kuala Lumpur provided via the tripartite collaboration between PacketOne, City Hall and the Multimedia Commission. In 2011, returned to service the company in developing the WiFi strategy and business case for P1.

DIGI TELECOMMUNICATIONS

Enterprise Business Senior Consultant

2007 - 2009 (3 years)

Responsible for Enterprise Business Marketing & New Products/Services/ Application Development. Subsequently, was tasked to handle Government & Corporate Stakeholders Management, to look into strengthening DiGi's strategic positioning and visibility within key Government Ministries/Agencies and Corporations.

GYRO VENTURE PARTNERS

Chief Operating Officer

March 2005 - March 2006 (1 year 1 month)

- Responsible for bringing together the core team and identifying key partners for regional mobilization of the business and operations strategies.
- At start-up stage, focused on developing (1) the marketing strategies, specifically identifying deal channels and quality deal sourcing, and (2) end-to-end investment framework, specifically post-investment value enhancement and nurturing, processes and policies to facilitate a systematic and objective business operations.
- Responsible for internal (staff) and external (investors, stakeholders, partners, customers) relationship management.

MALAYSIA DEBT VENTURES BERHAD

Vice President, MD/CEO Office

November 2002 - February 2005 (2 years 4 months)

- A core member of the Senior Management team that developed the single company Key Performance Indicator (KPI) that transcends down to the departmental KPIs
- Underwent 2 major Budget Strategy exercises for the company and was responsible in integrating and aligning the company's vision, mission and KPI with the business and operational strategies and action plans and KPIs of each department

Focused on driving and implementing the strategic operations of the company which covers strategic planning, operations management, regulatory and policies as well as driving special key projects.

- Works closely with the MD/CEO in the management of the company and implementation of business strategies.
- Expanding and growing the Company's business is one of the key charters for the CEO's office and the main responsibility here is to market and promote the Company's products and services to potential customers.
- Responsible for internal (staff) and external (stakeholders, partners, customers, media, general public) relationship management.

GLOBALB2B2C.COM SDN BHD

Director, e-Business Strategy

September 2001 - October 2002 (1 year 2 months)

- Established the start-up e-Commerce company from zero-base to operational stage
- Responsible for business operations, new business development, marketing and communication strategies and planning
- Developed company communication policies and in-charge of Human Resource matters

IPERINITIS SDN BHD

Knowledge Management Consultant

September 2001 - October 2002 (1 year 2 months)

- Reporting direct to the CEO. Engaged to develop the framework and manage the development and implementation of the Knowledge Management systems, including establishing new methodologies for internal processes and project management standards.
- Supported the project teams on specific project deliverables
- Developed project documentation and communication standards

MULTIMEDIA DEVELOPMENT CORPORATION (MDEC)

4 years 7 months

Senior Manager, Business Development & International Affairs

July 1999 - August 2001 (2 years 2 months)

- Expanded MDC's reach in the global network by establishing partners in the USA, Middle East, Australia and Russia, including developing partnership terms and incentive programmes.
- Conducted initial assessment of potential investment leads for recommendation to Management
- Developed international sales and marketing strategies, including pricing models and sourcing of local suppliers for StreetMarket.com, an MDC subsidiary company

Manager, Corporate Communications

February 1997 - June 1999 (2 years 5 months)

- Have extensive experiences and knowledge of Malaysian National Project: Multimedia Super Corridor (MSC)
- Established extensive network in various Government Agencies in Malaysia, especially the Prime Minister's Office and Ministry of Energy, Communications & Multimedia
- Organised extensive global and local events, together with the Prime Minister's Office, to market and promote the MSC in Malaysia and worldwide, includes event management, media relations and public relations activities. Managed and coordinated MSC events with the Prime Minister's Office in London, Ottawa, 2nd and 3rd MSC International Advisory Panel Meeting in Cyberjaya

PETRONAS

Petronas Carigali

Business Analyst

1995 - 1996 (2 years)

- PETRONAS provided a good training ground and exposure that developed my skill sets in strategy and operations
- Review of PCSB's local and international businesses and operations strategies and planning for improvement in operational and business processes, human resource development and new business development.

PETRONAS

Petroleum Economist, Exploration & Production Division
1993 - 1995 (3 years)

Exploration and Production Department

- Developed Feasibility Models for various Oil & Gas Production Sharing Contracts
- Analysed impact on Petroleum Tax on revenue and profitability based on various parameters, e.g. price and/or volume, using Sensitivity Analysis

Corporate Strategic Study, Corporate Planning Unit

- Specifically selected as a core team member of a strategic project under the purview of the Corporate Planning Unit, reporting direct to the President, together with the Boston Consulting Group, to review all Petronas' business units and recommend strategies to streamline the business to improve operational efficiencies, enhance productivity and profitability of the Petronas Group.

Other Positions

DAYA MATERIALS BERHAD

Independent, Non-Executive Director of the Board

December 2020 - present

RESERVOIR LINK BERHAD

Independent, Non-Executive Director of the Board

Internal Audit Committee

May 2019 - present

WESTERN UNION PAYMENTS (MALAYSIA) SDN BHD

Independent, Non-Executive Director

Chairman of Internal Audit Committee

2012 - 2019

REGISTERED DIGITAL MARKETS ASSOCIATION MALAYSIA

President

2018 - present

Education

The London School of Economics and Political Science (LSE)

Master of Science (MSc), Operational Research · (1991 - 1992)

The London School of Economics and Political Science (LSE)

Bachelor of Science (BSc), Actuarial Science · (1988 - 1991)