

DATUK HAJI MOHD LASSIM BURHAN

Panglima Mahkota Wilayah - P.M.W

PROFILE

"Results-driven CEO with more than 10+ years of experience leading teams and driving organizational growth. Proven track record of success in creating innovative strategies, improving operational efficiency, and increasing revenue. Possesses strong leadership, communication, and problem-solving skills."

WORK EXPERIENCE

ECOREMEDI SDN BHD

Constructions & Services

CEO 2010 - CURRENT

Responsible for strategic vision and direction, business and product development, sales, client relationships, financial management, solution design and deployment, process improvements, project coordination, performance metrics, and vendor relations.

FAAZMIAR TECHNOLOGY SDN BHD

Oil & Gas, Software

CHAIRMAN 2016 - 2022

Lead the company through its inception, development and growth to become a successful enterprise. Developed the initial business plan and strategic goals. Lead the board of directors and established the company's corporate culture. Negotiated and closed several major business deals.

SOUTH EAST JOHOR DEVELOPMENT AUTHORITY (KEJORA)

BOARD OF DIRECTORS 2024 - CURRENT

Establish a governance framework, including a compliance framework to ensure the organisation meets its obligations. set the strategic direction to help the organisation achieve its purpose. Oversee financial performance of the organisation. Oversee a risk management strategy and risk management performance.

MAJLIS PERBANDARAN BATU PAHAT

MUNICIPAL COUNSIOR 2022 - CURRENT

Served as representative of the Authority at public hearings and meetings, advisory boards and committees, also dealing with other governmental agencies and the public.

SMART & LOW CARBON CITY STEERING COMMITTEE 2022 - CURRENT

To create a big-picture on smart city development plan for MPBP 2030, along with guidelines and mechanisms for driving smart cities systematically and sustainably.

ONE STOP CENTER (OSC) COMMITTEE 2024 - CURRENT

TENDER COMMITTEE 2024 - CURRENT

FINANCE COMMITTEE 2022 - CURRENT

DEVELOPMENT COMMITTEE 2022 - CURRENT

EDUCATION

MASTER OF MANAGEMENT

Open University - Malaysia

EXECUTIVE MASTER IN BUSINESS MANAGEMENT

University Malaysia Pahang - Malaysia

BACHELOR ART & DESIGN (MULTIMEDIA GRAPHIC)

University Technology Mara - Malaysia



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Encik Lassim Burhan



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CORE SKILLS

Marketing, sales, finance, business development, leadership, communication, contract negotiation, IT, budgeting, business analysis, critical thinking.

ADDITIONAL INFORMATION

BN YOUTH JOB FAIR 2022

Director

Involve more than 300 government agencies and private companies which provide over 20,000 job opportunities

Majlis Perundangan

Belia Negara (MPBN)

Ahli Majlis Perundangan Belia Negara

2009 - 2010

Persekutuan Silat Negeri Johor (PESAKA Johor)

Yang Di-Pertua PESAKA Negeri Johor

2017 - Current

UMNO MALAYSIA

Executive Secretary

Pergerakan Pemuda UMNO Malaysia

2013 - 2018

UMNO & BN Sri Gading

Division Chief

2023 - Current



LASSIM
BURHAN