

# HASANNUDIN SAIDIN

Executive & Leadership Coach | CEO Coach | Facilitator

Kuala Lumpur, Malaysia

Website: [CoachHasan.com](http://CoachHasan.com)

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## PROFESSIONAL SUMMARY

Hasannudin Saidin is a senior executive and leadership coach with over **40 years of corporate, public-sector and leadership experience**, including **26 years with IBM Malaysia** and C-suite roles in government-linked and technology organisations. Since 2015, he has coached CEOs, founders and senior leaders across corporate, public sector, and entrepreneurial environments. His work focuses on **Leadership & Corporate Culture**, helping leaders integrate **purpose, values, and faith-conscious reflection** with sound strategy, ethical decision-making, and sustainable performance. He brings board-level, policy-aware and transformation experience into his coaching practice, supporting leaders navigating complexity, transition and increased responsibility.

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## CORE AREAS OF EXPERTISE

- Executive & CEO Coaching
  - Leadership & Management Effectiveness
  - Workplace Environment & Corporate Culture
  - People Leadership & Stakeholder Relationships
  - Ethical & Faith-Conscious Leadership
  - Strategic Clarity, Decision-Making & Accountability
  - Sustainable Performance & Productivity
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## PROFESSIONAL EXPERIENCE

### RUBAH ASSOCIATES

**CEO Coach, Mentor & Facilitator** | *Sep 2015 – Present*

- Coach CEOs, founders, senior leaders and leadership teams across corporate, public sector and entrepreneurial contexts
- Deliver 1:1 executive coaching, team coaching and facilitated leadership programs
- Support leaders in clarifying priorities, strengthening leadership behaviour, shaping culture and executing strategy

- Apply the **Best Year Yet® methodology** for goal clarity, execution discipline and reflective leadership
- Provide faith-conscious coaching for Muslim leaders and values-based coaching using universal principles for others

### **Selected Highlights**

- Coached **80+ individuals** since founding Rubah Associates
  - Long-term and just-in-time coaching engagements with CEOs and senior leaders
  - Coaching reach includes Malaysia, Singapore, Bangladesh and Pakistan
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### **VISTAGE MALAYSIA & SINGAPORE**

**Chair & CEO Coach** | *Jun 2018 – Jul 2020*

- Formed and chaired a peer advisory group of CEOs from diverse industries
  - Facilitated structured peer learning, strategic dialogue and executive decision-making forums
  - Provided individual coaching to CEO members
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### **MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC / formerly MDeC)**

**Director, Internet of Things (IoT)** | *Jan 2015 – Jun 2015*

**Director, Digital Entrepreneur, Digital Malaysia** | *Jul 2013 – Dec 2014*

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### **HEITECH PADU BERHAD**

**Director, Business Development & Public Sector (Managed Services)** |  
*Jun 2012 – Jun 2013*

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### **INNOVATIONXCHANGE MALAYSIA BERHAD (IXC)**

**Chief Executive Officer** | *Sep 2009 – Mar 2012*

- Co-founded and led an innovation intermediary organisation under Universiti Sains Malaysia
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## IBM MALAYSIA & IBM ASEAN

### Various Leadership & Management Roles | Jan 1983 – Aug 2009

- Director, Government Programs
  - Marketing Manager, Public Sector
  - Earlier roles across services, sales, marketing and management
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## BOARD & GOVERNANCE EXPERIENCE (Selected)

- Executive Board Member, **InnovationXchange Malaysia Berhad** (2009–2012)
  - Member, **Technical Committee for Innovation Management**, Department of Standards Malaysia (MITI) (2022–2024)
  - Former Treasurer, **The National Tech Association of Malaysia (PIKOM)**
  - Former Vice President, **Malaysian National Computer Federation (MNCC)**
  - Former Chairman, **Taman Vista Jaya Residents Association**, Port Dickson
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## CERTIFICATIONS & EDUCATION

- **MBA**, Cardiff University, United Kingdom
  - Certified **Best Year Yet® Coach & Facilitator**
  - Past Certified **Getting Things Done® (GTD) Trainer**
  - Conscious Conversation Coach & Essence of Life™ Practitioner
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## PROFESSIONAL & COMMUNITY CONTRIBUTIONS

- Contributing Writer, **The Malaysian Reserve** newspaper (print & online)
  - Founder & Chair, **Trusted Advisors Mastermind Group**
  - Founder & Host, **Faith-Conscious Professionals** community
  - Founder & Chair, **Malaysia PeersOnDemand Elite**
  - Founder & Chair, **Malaysia PeersOnDemand**
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## PERSONAL NOTE

Based in Kuala Lumpur, Hasannudin is a lifelong learner, community builder and avid reader of business and Islamic knowledge. His work reflects a commitment to **ethical leadership, meaningful contribution and sustainable impact.**

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