



ASMA QADAH

Business Development and Strategic Partnerships Across SEA, with experience in Halal and Tourism Ecosystems

CONTACT

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SKILLS

- Business Development
- Strategic Partnerships
- Stakeholder Management
- Proposal Writing
- Market Expansion
- Competitive Analysis
- B2B Sales
- Pipeline Development
- Community Engagement

LANGUAGES

- English (Fluent)
- Arabic (Native - bred abroad)
- Bahasa Malaysia (Basic)

Business development professional with over ten years of experience in market expansion, partnership building and stakeholder engagement across Southeast Asia and the Middle East. Skilled in identifying opportunities, developing pipelines and managing cross regional relationships that support organisational growth.

Fluent in English and Arabic with a strong understanding of Malaysia's business and digital ecosystems.

EDUCATION & TRAINING

2016 - 2018: HDC TRAINING CENTER:

- Halal Assurance Management System
- Halal Internal Auditing
- Best Practices For Halal Industry

2002 - 2006: INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM)

Bachelor of Islamic Jurisprudence (Major), and Political Sciences (Minor)

2000 - 2001: CELPAD, IIUM

Intensive English Course

CAREER AND EXPERIENCE

Business Development Consultant | The IO Foundation, Malaysia | Jul 2023 – Present

- Providing insights on the Malaysian ecosystem to help refine program messaging and strengthen local positioning.
- Engaging with more than 25 Malaysian universities, NGOs and tech communities to introduce TIOF's work and explore collaboration.
- Preparing partnership notes and proposal drafts tailored for Malaysian stakeholders.
- Identifying local events and community groups relevant to digital rights to support outreach opportunities.

Head of KSA | REDmoney Group – Malaysia & KSA | Jan 2024 – Aug 2024

- Lead business development initiatives and manage client relationships in Saudi.
- Design and execute sales strategies to increase market share.
- Collaborate with stakeholders to develop targeted engagement campaigns.

Business Development Manager | Bonvenon Investment – Spain | Feb 2019 – Apr 2023

- Led business development initiatives across SEA and MENA, focusing on partnership building and client acquisition.
- Developed tailored investment proposals and supported negotiations aligned with company growth plans.
- Built and maintained strong relationships with investors and institutional partners to drive long term engagement.

Assistant Manager, HDC – Malaysia | Jun 2016 – Aug 2018

- Promoted Malaysia's Halal investment and trade ecosystem through international outreach and business engagement.
- Facilitated partnerships between private and government-linked entities.
- Ensured compliance with certification and regulatory standards gained deep exposure to the link between governance, credibility, and sustainable market growth.

Economic Consultant | Egypt Commercial Office – Kuala Lumpur | Aug 2014 – Jun 2016

- Conducted market studies and provided intelligence for exporters and investors exploring Malaysia.
- Supported B2B matchmaking sessions and business expansion strategies.

Operations Manager | World Avenues Travel & Tours – Malaysia | Jan 2013 – Aug 2014

- Oversaw day-to-day sales operations and team management to improve service efficiency.
- Expanded partnerships with corporate and regional clients.

Earlier Roles:

- Operations Manager, Murshid Al-Arabi Travel & Tours – Malaysia (2012–2013)
- Translator & Writer, Embassy of Kuwait – Malaysia (2010–2012)
- Management Service Officer, Kuwait Finance House (Malaysia) Berhad (2008–2010)