



From L to R: Yeoh Keat Chye, Billy Urudra, Haji Mohd Ali Sabri

## Senior management

### Yeoh Keat Chye

57, Malaysian

Director, Chemicals Division

#### Qualifications

- Bachelor in Chemical Engineering [1st Class], University of Canterbury, Christchurch, New Zealand

#### Membership of associations

- Member, Institution of Chemical Engineers
- Chartered Engineer, Council of Engineering Institution
- Exco Member, Chemical Industries Council of Malaysia

#### Working experience and occupation

- Mr Yeoh has 32 years of experience in ICI/CCM. He began his career as a trainee Plant Manager in October 1974 and has been seconded to ICI UK in 1979 and ICI Singapore in 1989. He has worked in various capacities in Production, Projects, Human Resources as well as Sales & Marketing before becoming the Managing Director of CCM Chemicals Sdn Bhd in 1995.

### Billy Urudra

47, Malaysian

Director, Group Strategic Planning & Business Development

#### Qualifications

- Bachelor of Science [Hons] in Mechanical Engineering, Middlesex University, UK
- Graduate of the Senior Management Programme, Harvard Business School

#### Membership of associations

- None

#### Working experience and occupation

- Mr Urudra joined the ICI/CCM Group on 2 June 1983 as Plant Engineer for ICI Fertilizers [now known as CCM Fertilizers Sdn Bhd]. On 1 July 1989, he was transferred to ICI Industrial Chemicals [now known as CCM Chemicals Sdn Bhd] as Product Manager. Subsequently, on 1 October 1990, he was appointed Personnel Planning Manager of the ICI/CCM Group. He was transferred back to CCM Chemicals Sdn Bhd on 1 April 1992 and promoted to Business Manager, Chlor Alkali. On 7 March 1996, he was appointed Director of CCM Chemicals Sdn Bhd. On 1 February 2003, he was transferred to UPHA Corp [M] Sdn Bhd [now known as CCM Pharmaceuticals Sdn Bhd] as Director and General Manager, Marketing. On 1 July 2004, he was transferred to CCM Berhad as Group Business Development Manager and subsequently was appointed as Senior General Manager, Group Strategic Planning & Business Development on 1 January 2006. He was appointed as Director, Group Strategic Planning & Business Development on 1 July 2007, a position he currently holds.

### Haji Mohd Ali Sabri

49, Malaysian

Director, Fertilizers Division

#### Qualifications

- Bachelor of Agricultural Science, Universiti Putra Malaysia
- Master of Business Administration, ITM-Ohio University
- Currently pursuing a Doctorate in Business Administration with Multimedia University, Cyberjaya

#### Membership of associations

- Member, Incorporated Society of Planters
- Member, Malaysian Society of Soil Science
- Member, Malaysian Agriculture Plant Protection Society

#### Working experience and occupation

- Haji Mohd Ali is currently the Director of CCM Fertilizers Division. He started his career with Monsanto [M] Sdn Bhd and joined the CCM Group in 1989. He has held several positions during his career with CCM Fertilizers Sdn Bhd, which were mainly in Sales, Marketing and Operations. He is also a Director of CCM Fertilizers Sdn Bhd since 1995. Prior to his current appointment, he was the Chief Operation Officer of CCM Fertilizers Sdn Bhd.

**Leonard Ariff bin Abdul Shatar**  
43, Malaysian

Director, Pharmaceuticals Division

**Qualifications**

- LLB, Monash University, Melbourne, Australia
- Bachelor of Economics, Monash University, Melbourne, Australia

**Membership of associations**

- Associate Member, Malaysian Institute of Management

**Working experience and occupation**

- Encik Leonard Ariff was appointed the Chief Executive Officer of CCM Duopharma Biotech Berhad on 1 January 2008. Since 1988, he has worked in various capacities in the legal profession before joining the CCM Group in 1990 where his main responsibilities were in business development at CCM Chemicals Sdn Bhd. In 2000, he assumed the position as Managing Director of Usaha Pharma [M] Sdn Bhd [formerly known as Prima Health Pharmacy [Retail] Sdn Bhd], CCM's pharmaceutical retail arm. He then became General Manager of ICI Paints Malaysia Sdn Bhd in 2003 and subsequently its Managing Director before taking on his current appointment.

**Lee Yee Chong**

52, Malaysian

Managing Director, CCM Pharmaceuticals Sdn Bhd

**Qualifications**

- BSc [Hons] Electrical & Electronic Engineering, University of Manchester Institute of Science & Technology, UK
- Master of Business Administration, Cranfield Institute of Technology, UK
- Advanced Course in Production Methods and Management University of Cambridge
- ICI International Managers Course, UK
- Senior Managers Development Program, Harvard Business School
- Currently pursuing a Doctorate Degree in Business Administration with the University of South Australia

**Membership in associations**

- Fellow Member, Chartered Institute of Management Accountants, UK
- Member, Malaysian Institute of Accountants
- Organizing Chairman, World Congress of Accountants [WCOA 2010]
- Past President, CIMA Malaysia Division
- Past President, Malaysian Organisation of Pharmaceutical Industries

**Working experience and occupation**

- Recruited by ICI Paints UK in 1979, Mr Lee joined ICI Paints [M] Sdn Bhd in 1982 and held various senior positions within the Group as Assistant Chief Accountant of ICI Malaysia Holdings, Manager of Information Technology, ICI Polyurethanes Asia-Pacific's Business Controller, General Manager, Finance & IT of ICI Malaysia. He was appointed Managing Director of CCM Pharmaceuticals Sdn Bhd on 1 April 1997.

**Ahmad Mustaffa Abdul Manaf**

56, Malaysian

Director, Finance

**Qualifications**

- Bachelor of Economics, Australia National University

**Membership of associations**

- Member, Malaysian Institute of Accountants
- Member, CPA Australia

**Working experience and occupation**

- Encik Ahmad Mustaffa has 28 years of experience in banking, accounting and finance. He joined the CCM Group of Companies in December 2005 and currently heads the Group Finance portfolio.



From L to R: Leonard Ariff bin Abdul Shatar, Lee Yee Chong, Ahmad Mustaffa bin Abdul Manaf