

MS SHAMILA KANNIAH

Shamila Kanniah - After graduating with a LLB (Honours) from the University of Buckingham and obtaining the Malaysian Certificate of Practice, she began her career in a Trustee company of a highly successful financial house. It was here that she was first exposed to public speaking and facilitation as her key role was to market trustee products to a public that knew very little about such services and products. Initially her crowd comprised of insurance and unit trust agents but soon, she was asked to speak to small focused groups of high net-worth individuals. Besides speaking at seminars, her day-to-day scope included will-writing, setting-up of trusts for high net-worth individuals and acting as trustee for the issuance of bonds.

She then progressed to another industry in its infancy, asset -management. She joined BHLB Asset Management (BAM). Here she was involved in compliance matters, sales and marketing, operations as well as client account management. She was the principal account manager for her company's largest institutional client - BHLB Pacific Trust Management Berhad (now known as CIMB Wealth Advisors). As part of her responsibilities, she gave product and soft-skill training to her client's agents and also spoke on investments in general in public forums organised by her client.

Shamila left BAM for the challenge of a new start-up, this time Hwang-DBS Unit Trust Berhad (now known as Hwang-DBS Investment Management Bhd). She was amongst the pioneer staff at Hwang and her role was that of Vice-President of Marketing, Agency & Training. The challenge thrown to her was a simple one, grow Hwang's unit trust business and make Hwang the preferred unit trust company amongst investors. By the time she left, Hwang's Assets Under Management for its unit trust business had grown to almost RM2billion and Hwang-DBS Unit Trust was a household name amongst investors.

Shamila has had more than a decade's experience in public speaking as well as facilitation and is comfortable with small and large crowds, mums and dads, institutional as well as private high net-worth investors.