

## **MEDIA STATEMENT**

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### **MALAY/MUSLIM SELF-HELP GROUP YAYASAN MENDAKI APPOINTS FIRST CHIEF OPERATING OFFICER**

1. Yayasan MENDAKI is pleased to announce the appointment of Mdm Zulaiha Yusuf as its first Chief Operating Officer (COO) with effect from 1 June 2015. This is a new appointment aimed at strengthening MENDAKI's strategic approach towards its core focus in Education. In her new role, she will be directly responsible for the development and performance of MENDAKI's operating departments. She will also support the Chief Executive Officer's (CEO) strategic leadership of Yayasan MENDAKI.

2. Mdm Zulaiha joined Yayasan MENDAKI in 1993 as the Corporate Communications Manager where she oversaw the rebranding of the organisation. In 2004, she was seconded to MENDAKI SENSE as its General Manager, where she was instrumental in shaping the company's operations and worked closely with other national bodies such as the Workforce Development Agency (WDA) and the National Trade Union Congress (NTUC). In 2011, she returned to Yayasan MENDAKI as Director and thereafter as Senior Director of Corporate Development, taking leading roles in the organisation's strategic corporate planning.

3. Commenting on the new appointment, Dr Yaacob Ibrahim, Chairman of Yayasan MENDAKI said:

"We are pleased to announce the appointment of a new Chief Operating Officer to strengthen MENDAKI's senior management team. Over the three decades of MENDAKI's operations, we see an increasing need to strengthen our operations and engagements with the community as the Singaporean landscape continue to progress. The introduction of a COO is timely to ensure our operational processes are looked into and enhanced so we can continue to provide relevant and effective



assistance for the Malay/Muslim community. With the national focus on productivity and innovation, the COO's experience will be invaluable to developing and managing MENDAKI's work as we continue to sharpen our focus on education as well as enhance our engagement and strategic partnership with the community."

4. CEO MENDAKI, Mdm Tuminah Sapawi welcomed the appointment, stating:

"I look forward to working with the new COO as MENDAKI takes a more strategic approach to partnering the Malay/Muslim community. Together with our senior management team, we hope to bring MENDAKI forward in the effort to support the community's aspirations."

Norshima Aziz (Mdm)  
Deputy Director Corporate Communications  
Yayasan MENDAKI

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