

# Management Executives' Profile

## CHARLES HENRY IRELAND

Executive Development Programme  
(Warwick Business School)

Managing Director

Charles Henry Ireland, British, was appointed as Managing Director on 1 May 2007. He joined GAB on 8 May 2006 as General Manager, Marketing and was appointed to the Board on 26 May 2006.

Charles started his career in 1985 as a financial consultant at Young, Claridge and Richmond Ltd, United Kingdom. In 1987, he joined the Nestlé Rowntree Grocery Division. He was promoted to National Account Manager, Nestlé Petfood Division in 1990 and later Sales Manager National Account, Nestlé Confectionery Division. He served in various capacities within the Nestlé Group until 1997. Later in the same year, he started his career with Diageo Plc as Account Director - On Trade, Guinness GB, became Customer Marketing Director in 1999 before his promotion to Global Consumer Director of Diageo Ready to Drink Brands in 2001. Prior to joining GAB, Charles was Managing Director of Diageo Philippines from 2003 and was given additional responsibility of Commercial Director Asia in 2005.

He currently serves as Governing Council Member of the Confederation of Malaysian Brewers Berhad, Vice President of the Malaysian International Chamber of Commerce and Industry and Trustee of the GAB Foundation.

## LOW TENG LUM

FCCA, ACIS, CA (M), MCT, Master of Public Administration (Harvard)

Finance Director

Low Teng Lum, Malaysian, was appointed to the Board on 15 August 2001.

Low Teng Lum was an Audit Senior with Arthur Young before he joined Guthrie Malaysia as Internal Audit Manager. He subsequently held the post of Group Internal Auditor in Palmco Holdings Berhad and General Corporation Berhad before his appointment as Finance Manager of Southern Steel Berhad. During his 14-year tenure with Southern Steel Berhad, he was successively promoted to General Manager (Commercial), Senior General Manager (Rod Division) and Chief Operating Officer (Steel Business Unit) before taking up his current position in Guinness Anchor Berhad.

He has served as a member of the Task Force on the formation of an Audit Oversight Board chaired by the Securities Commission.

## RENUKA INDRARAJAH

Bachelor of Laws (University of Queensland),  
Post Graduate Diploma in Legal Practice (QUT),  
Solicitor of the Supreme Court of Queensland  
and High Court of Australia

Corporate Relations & Legal Director

Renuka Indrarajah, Malaysian, formerly an Advocate and Solicitor, joined GAB in February 2002 as Legal Manager. She was promoted as the Head of Legal Affairs in 2004 and was promoted as the Corporate Relations & Legal Director in May 2007.

Renuka began her career as a solicitor in Queensland, Australia until 1993 when she returned to Malaysia. She continued her career in the Corporate Department of Skrine, a prominent firm of Advocates & Solicitors in Kuala Lumpur. In December 1998, she joined Sema Group and was responsible for setting-up and managing the regional legal department, which entailed having all legal matters pertaining to the Asia region under her purview.

Renuka currently serves as Governing Council Member of the Confederation of Malaysian Brewers Berhad and as Director of the GAB Foundation Management Committee.

**MARK JENNER**

Bachelor of Management Studies (Hons)  
Waikato University  
Marketing Director

Mark Jenner, New Zealander, joined GAB on 8 May 2007.

Mark started his career with Unilever in New Zealand in 1990 before moving to GlaxoSmithKline in London from 1993 to 1996. He joined DB Breweries in New Zealand in 1997 where he held a number of marketing roles before moving to Heineken International in Amsterdam in 2004 as a Regional Marketing Manager. During his time in the Netherlands, he was involved as a management member of the project team that developed and launched Heineken's first new beer in 133 years – Heineken Premium Light. He was also a management member of the global Heineken brand team that was responsible for the development and communication of the global Heineken brand strategy.

**MICHAEL CHIN**

Bachelor of Marketing and Management  
(University of Oregon)  
Sales Director

Michael Chin, Malaysian, rejoined GAB on 1 July 2006.

Michael started his career in the IT industry where he spent five years in channel management, product management and business development. He spent the next five years at DHL Malaysia as its Commercial Manager, responsible for the Global Accounts & Logistics Group. Following that, he returned to the IT industry where he was involved in e-commerce consultancy. Michael first joined GAB in 2002 and became Head of Sales Operations and was also Co-Project Manager of its Customer Relationship Management initiative which included the implementation of sales force automation and dealer IT system. In 2004, he moved to Diageo Asia as Regional Sales Development Manager responsible for regional sales capability development for its beer and spirits business.

Prior to rejoining GAB, Michael was Commercial Director of Asia Beer and played a pivotal role in the successful growth of Guinness in Indonesia.

**PETER G VOGTLANDER**

Master of Mining & Petroleum Engineering  
(Tu Delft)  
Supply Chain Director

Peter G Vogtlander, Dutch, joined GAB in September 2005.

Peter started his career with Unilever in The Netherlands in 1993 where he spent 2 years in Unilever Foods (Unox) operating plants for sausage intermediates after which he moved to Unilever Chemicals (Crossfields), where he ran the Silicates Operations before joining Heineken in 1997. He began his career in Heineken as Brewery Manager in Ghana where he successfully created a self managing team, ensuring that continuous improvement and cost reduction became a standard drive. Following that, he was seconded for a short stint to Nigeria Ibadan as Brewery Manager from 2000-2001 where he was tasked to increase capacity and install a new bottling line.

Prior to moving to GAB, Peter was Brewery Manager in Indonesia responsible for the total supply chain of an independent sourcing unit, where he restructured the managing team to enable the required cultural and organisational changes, while implementing both Key Performance Indicators down to the shop floor level, the Total Productive Management (TPM) concept, as well as ISO 9002, ISO 14001 and Hazard Analysis Critical Control Point (HACCP).

**SUJITHA RAJARATNAM**

LLB (Hons), University of London  
Human Resources Director

Sujitha Rajaratnam, Malaysian, joined GAB in February 2004.

Sujitha started her career in Human Resources with the Hong Leong Group. During her 7-year stint there, she had worked with different companies within the Group, dealing with matters related to Human Resources and Legal Affairs. Prior to her current role, Sujitha was the Manager, Human Resources for GAB, handling Industrial Relations and Employee Relations.