

Management Team 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 the 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 Nestlé UK in the Nestlé Rowntree Grocery Division. He was promoted to National Account Manager, Nestlé Petfood Division in 1990 and later to Sales Manager National Accounts, Nestlé Confectionery Division. He served in various capacities within the Nestlé Group until October 1997.

In November 1997, Charles started his career with Diageo Plc as Account Director - On Trade, Guinness GB. He became Customer Marketing Director, Guinness GB in 1999 before his promotion to Global Route to Consumer Director for Diageo Ready to Drink Brands in 2001. Prior to joining GAB, from 2003 to 2006, Charles was Managing Director of Diageo Philippines and was given the additional responsibility of Commercial Director, Diageo Asia, in 2005.

Charles currently serves as the President of the Malaysian International Chamber of Commerce and Industry (MICCI) and as Vice President of the National Chamber of Commerce and Industry Malaysia (NCCIM). Also, he is a Governing Council Member of the Confederation of Malaysian Brewers Berhad, additionally he is a Trustee of the GAB Foundation.

MAHENDRAN KAPPUPIAL

Associate Chartered Management Accountant

Chartered Accountant C.A.

Harvard Business School Alumni

Finance Director

Mahendran Kappupial, Malaysian, joined GAB on 3 May 2011 and has over 20 years of finance, accounting and management experience. He began his career at Motorola Malaysia as an accountant in 1990 before moving into a similar capacity at Federal Flours Mills Bhd. In 1998, he joined Kellogg Asia Marketing Inc as their Financial Planning Manager for Southeast Asia before taking on the role of Functional Consultant at Oracle Australia.

Mahendran re-joined Kellogg Asia Sdn Bhd in 2002 as their Financial Planning Manager for Asia and in 2003, he was appointed to be the Finance Director at Kellogg Asia Marketing Inc looking after Southeast Asia and China. During his tenure with Kellogg Asia Marketing Inc, he was also asked to be the Acting Sales Director in 2008, a role he held while being Finance Director.

YAP SWEE LENG

Bachelor of Business Administration (National University of Singapore)

Marketing Director

Yap Swee Leng, Malaysian, was appointed as Marketing Director on 1 December 2010.

Swee Leng is well-versed in the fast moving consumer goods (FMCG) sector, serving as Senior Brand Manager with Malaysian Tobacco Company (MTC) from 1995 to 1998 and with British American Tobacco as Brand Manager for Myanmar and Cambodia in 1994. Swee Leng began her career in 1988 with Nestlé (Singapore) Pte Ltd.

Swee Leng brings more than 12 years of Malt Liquor Market (MLM) experience to the table with a strong background in brand marketing and sales. She joined GAB as a Senior Brand Manager for Heineken in 1998 and progressed rapidly through the company in a series of key positions - Marketing Manager for Heineken and Senior Marketing Manager for GAB's premium brands, namely Guinness & Heineken. This was followed by stint as the Regional Sales Manager for the Modern On-Trade channel in the central region and more recently as the National Key Account Manager.

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 and Legal Director

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

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.

In her role as Corporate Relations and Legal Director, Renuka is responsible for leading GAB's Corporate Relations and Legal Team in safeguarding and building the corporate reputation of the Company. The divisions within the Corporate Relations and Legal Department are External Affairs, Legal and Secretarial, Corporate Communications and Responsibility and the GAB Foundation.

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

THUM CHEE YUEN

B.A. (Hons) (Universiti Sains Malaysia)
 MBA (Nottingham Trent University)

Sales Director

Thum Chee Yuen, Malaysian, joined GAB in May 2010, and has over 15 years of commercial experience in diverse industries, including property, pharmaceutical, fast moving consumer goods and telecommunications. He started his career as a Sales & Marketing Executive for Lion Group in 1996 and subsequently joined Boehringer Ingelheim Malaysia as a Product Specialist in 1997. He then joined Unilever as Key Account Manager in 2001 and progressed to Regional Sales Manager. In 2007, Thum joined Celcom Axiata Berhad to assume the position of Vice President – Sales Planning and Operations.

BERNARD MARIE ELOY

Higher National Diploma
 Food Technology
 Food Industry National Higher Diploma (ENSIAA), Massy and Douai - France

Supply Chain Director

Bernard Marie Eloy, French, joined GAB in September 2010.

Bernard started his career as a plant manager in Consolidated Breweries and moved on to be a Business Manager in Nordon & Cie in 1990. He further expanded his career as the General Manager (GM) of Plant Awo Omamma and GM Coy Technical in the years 1992 to 2000.

In 2001, Bernard was Senior Product Consultant in Heineken Netherland Beer Services and Heineken Netherland Beer, overlooking the Africa and Middle East region, and by mid 2003 went on to be a Production Manager of Burundi. By end of 2003, Bernard became the Technical Manager at Brarudi in Burundi for five years.

Prior to joining GAB, Bernard spent 2 years (2008 - 2010) with Nigerian Breweries, as the Brewery Manager of AMA Greenfield, an ultra modern brewery of 3 million hls capacity.