

# Har Kok Kit

Chief Executive Officer at a Digital Communications Company

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## Summary

Award winning all-rounded media professional.

A result oriented, award winning media professional with over 20 years experience that spans from traditional mainstream media to online/digital media. Lead and manage multiple campaigns and large multi-discipline teams. Creative, analytical and focus on executing strategies.

Specialties: General management, strategic problem solving, creative, film/television/video production expertise, live broadcast, digital marketing campaigns (social media, SEM, email, analytics). Content development. Advertising and promotion.

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## Experience

### **Chief Executive Officer**

September 2013 - Present

All things digital communications. From strategies to engagement.

Data analytics. Editorial/content. Amplification. Advertising. Online audience engagement.

### **Vice President 360 Degree & Advertising Funded Content**

June 2011 - Present

Transmedia and branded content development and production.

### **Vice President Content Operations**

2009 - June 2011 (2 years 6 months)

Lead and manage AESB's content operations department with 8 local playout channels namely, Astro's RIA, PRIMA, Ceria, Oasis, @15, Citra, Warna, Hitz plus 3 additional Singtel's MIO IPTV channels namely RIA, Aruna and Astro World (a full catch up VOD channel).

#### Channel's operations

Responsible for standard operating procedures (SOPs) for all channels ensuring ZERO on-air errors. Also manage and strategise media asset management plans for AESB. Media traffic between channels and broadcast departments.

#### On-air promotions (OAP) strategies and scheduling

Strategically look into all 8 local playout channels' OAP plans as a network instead of the channels individually. Also strategise OAP media plans for signature and key programmes and campaigns like Akademi Fantasia, Sehati Berdansa, Raja Lawak.

Localisation business (Subtitling & Language Dubbing)

Average 13,000 hours of subtitling annually and hundreds of hours of language dubbing. Subtitling for most of Astro channels in multiple languages.

**Committee member, MOSTI eContent Fund**

2006 - 2010 (5 years)

A panel member to the Ministry of Science, Technology & Innovation (MOSTI) eContent Fund.

Committee members evaluate projects based on business, technical and creative viability. This \$150 million content development grant supports all content genres from feature films, web & mobile content to archiving content libraries.

**Deputy Chairman, Astro's Occupational Safety & Health Committee at Astro**

2001 - 2010 (10 years)

Currently Acting Chairman since 2008.

Panel member in implementing occupational, safety & health policies within all of Astro's workplaces in various locations.

**Committee Member, NCDG Grant**

2007 - 2009 (3 years)

A panel committee member to Malaysia Communications & Multimedia Commission (MCMC)

Networked Content Development Grant (NCDG) – A grant that supports content development for mobile and cross platform. The committee all projects based on business, technical and creative viability.

**Jury Member, MDeC Super Pitch**

2006 - 2009 (4 years)

A panel Member to the Multimedia Development Corporation (MDeC) Animation Super Pitch that supports animated content ideas with \$50K seed funding.

**Jury Member, Asian Television Awards**

2006 - 2009 (4 years)

A panel jury member to the Asian Television Awards. Participated in judging in Best Entertainment, Best Documentary and Best Children's Programme category with other media professionals around Asia.

**Jury Member, Kristen Jit Astro Fund**

2006 - 2009 (4 years)

A jury member to Kristen Jit Astro Fund that supports Malaysia's performance and art programmes. From dance to art installations, the grant supports the arts community.

**General Manager**

2007 - 2008 (2 years)

Lead and manage both subsidiary companies in producing Astro's in-house and commissioned productions. Produced more than 3500 hours in 2008 in various genres – game shows, talk shows, reality TV programmes, dramas, telemovies, sports and documentaries.

Responsible for subsidiaries P&L and across all business and operational functions. Also assist in guiding Firdaus Maju Sdn Bhd (FMSB) on factual programming productions consulting on best practice production workflows and techniques.

Manage and maintain Malaysia's best production facilities and resource. Scope spans from studio operations and services, TV productions (LIVE and pre-recorded), subtitling and language dubbing services, post production facilities and services, content development and creation.

Lead and guide more than 600 production staff at APSB implementing various production techniques and styles to suit the various cultures and production requirements. Constantly exploring new processes and methods to reduce production cost without jeopardizing production values. Setting benchmarks on workflows and managing change.

Credited for thousands of production hours in various genres from drama, light entertainment, talk shows, game shows, award presentations and sports presentation. Responsible to lead a team in producing over 800 hours of Olympic turnaround in 5 channels. Executive produced thousands of hours of signature and key programmes like Akademi Fantasia, Sehati Berdansa.

Designed and developed many TV programmes ideas and campaigns like AF Fail Sulit.

Year 2007, project champion on Astro's Angkasa 1 channel on all programming and production activities for 3 weeks. Achieved over 1 million viewers during the live launch from Baikanur to International Space Station. Coordinate with the various government Ministries and entities from Malaysia and Russia.

### **Head of Production**

2005 - 2007 (3 years)

Manage Astro's Production Production and Post Production facilities. Achieve maiden profitability for APSB in its history after taking over from predecessor in 2007. Achieve EBITDA of 15%. Also led team across the organization in a Six Sigma process improvement on production workflow earning the Six Sigma yellow belt.

### **Jury Member, International Emmy Awards**

2003 - 2006 (4 years)

A jury member to the prestigious Asian Semi Final Judging of the 2003 & 2006 International Emmy Awards in dramas and documentaries categories.

### **Senior Manager, Creative Services**

2003 - 2005 (3 years)

Lead and manage all TV craft units in production team: Production Designers, Lighting Directors, Make-up, Wardrobe, Studio Directors, Talent Coordinators and Production Buyers. Led the team in winning many local awards for set design, art direction, TV direction, make-up design, wardrobe design, cinematography for various in-house productions.

### **Chairman, Astro's Safety & Health Week at Astro**

2002 - 2004 (3 years)

Successfully organised Safety & Health Week for 3 consecutive years inculcating a culture of safe and healthy work environment.

### **Manager, Production Design**

2001 - 2003 (3 years)

Lead key art direction and craft units in Astro's production team. Led the team in winning many local awards for set design, art direction, TV direction, make-up design, wardrobe design, cinematography for various in-house productions.

### **Head of Unit Production Designers**

1999 - 2001 (3 years)

Designed multiple signature and key programmes for Astro like Anugerah Industri Muzik (Malaysia's own version of the Grammy awards). Designed and develop improved workflows to designing for television. Lead team of production designers to win many local and international awards.

Trained entire teams of designers and producer in creative and critical thinking. Conducted in-house training courses in conceptual thinking, television design and art direction.

### **Senior Production Designer**

1996 - 1999 (4 years)

Designed multiple signature and key programmes for Astro like MTV Lip Service, Road Impian (Malaysia's version of Wheel of Fortune). Won local set design awards. Design and develop industry benchmark and standards on TV art direction and production design.

### **Art Director at Saatchi & Saatchi**

1996 - 1996 (1 year)

A creative member that worked on various advertising campaigns for various products and services like Metrojaya (Giant retail chain), Procter & Gamble (Pampers), Hewlett Packard. Pitched and won publication product for 'Day & Night Magazine.

### **Art Director**

1995 - 1996 (2 years)

A creative member that worked on various advertising campaigns for various products and services like Unilever (Personal care products: Impulse, Rexona), Ovaltine (developed regional TVC campaign), Petronas Formula 1, ICI Chemicals, Dutch Lady (FMCG products).

### **Art Director at Ogilvy & Mather**

1993 - 1995 (3 years)

A creative member that worked on various advertising campaigns for various products and services like Nestle (various FMCG products: MILO, Selangor Pewter, Pepsi, Mountain Dew, Phillips Home Electronics, Perwira Affin Bank, American Express, Parke Davis (Listerine), Reckitt & Coleman (Shelltox: known known as Sheildtox).

### **Art Director**

1992 - 1993 (2 years)

A creative member that worked on various advertising campaigns for various products and services like Telekom Malaysia (ATUR 450: Malaysia's first mobile phone company), Volvo Malaysia, Benson & Hedges.

### **Junior Art Director**

1991 - 1992 (2 years)

A creative member that worked on various advertising campaigns for various products and services like Smith Kline & Beecham (FMCG products). Also double up as Visualiser and Finish Artist.

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## Education

### **Billy Blue School of Graphic Arts**

Graphic Design, 1990 - 1990

### **ICLIF**

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