

Headline	POWERING UP
MediaTitle	The Peak
Date	18 May 2017



CEO DIALOGUE

PAUL LIM
*Group CEO and
 Executive Director,
 PESTECH
 International*



POWERING UP
 PAUL LIM, GROUP CEO AND EXECUTIVE DIRECTOR OF PESTECH INTERNATIONAL, TELLS MICHAEL OH THE CHALLENGES AND OPPORTUNITIES FACING THIS REGIONAL INTEGRATED ELECTRICAL POWER TECHNOLOGY COMPANY.

Looking back, what do you consider are the defining moments in your first 100 days in this position? I have been in the leadership position since almost day one of the company, which has grown from a MYR25,000 organisation to a group of companies with a market capitalisation reaching MYR1.20 billion. My most defining

moment throughout my career with PESTECH is the day we successfully listed in Bursa Malaysia, transforming a small start up into a credible one-of-a-kind business.

What do you regard as the crucial factors for you to stay on top of your game? The crucial factors of success in our industry are two-fold.

First is being continuously reliable in delivering services and relevant solutions to our clients. Second is the steady development in relevant skills and areas of interest to expand in the electrical infrastructure sector. It is, therefore, crucial for me to be able to anticipate and visualise the dynamics of the market, so that short- and long-term growth strategies

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PROFILE

AGE: 47.

PREVIOUS POSITION:
CEO / Executive Director.

YEARS IN THE INDUSTRY: 22.

EDUCATION: Bachelor of Science in Electrical Engineering (summa cum laude), University of Mississippi, and Master of Engineering, Cornell University.

FAVOURITE QUOTATION:
"Do your duty in all things. You cannot do more, you should never wish to do less." – General Robert E Lee.

FAVOURITE PASTIMES:
All kinds of exercise and sports.

for the group can be formulated to provide continuous growth catalyst. My role as CEO of PESTECH is to provide a platform for the team to perform while inspiring them on the importance of our works to help our clients 'Keep the lights on'.

What do you foresee are the game-changing challenges facing your business and how do you propose to overcome them? Market demand is dynamic and, therefore, our strategies and action plans have to be dynamic in order to meet challenges. One thing for sure, if we are still doing the same thing in the same way today compare to three years ago, I would be very worried.

Single out a leader in the corporate world you wish to emulate and share with us why. The team of Larry Page and Sergey Brin at Google inspires me. They go out of their way to ensure innovation and creativity prevails in a large corporation. The platform is set for everyone to perform freely and inspire each other. It seems the team in Google manages themselves while the CEO is there to provide leadership.

Why do you think CEOs need a dose of James Bond in their lives? James Bond, to me, is a symbol and spirit of "I am going to do this, in

whatever way I can, and I will". The spirit of 'we want, therefore we can' is the key to success in everyone's career, but this needs to be done within certain rules that even James Bond has to abide by. A dose of James Bond in a CEO's live gives him the persistency and beliefs that we all should have in order to stay motivated in our pursuit for excellence.

As Group CEO, what most excites worries you most? It excites me when I am able to see and set targets to explore new segments in the electrical infrastructure business that will provide the group an opportunity for inorganic growth. This is what motivates me and the whole management team as well. What worries me most is the capability to maintain coherency of the group while it continues to grow. The aspiration and growth of the group offer rewards as well as challenges.

How do you evaluate the crucial high performances of your team when benchmarked against the competition? Our team races round the clock to provide on-time

completion and delivery to the utility we serve, so that the electrical network infrastructure that is promised by the relevant authority can be delivered to fuel social and economic growth. So, in our group, we set our challenges against what each customer needs. It is much like golf: we have only ourselves to beat, so there are no excuses and no one can really affect how we perform except ourselves. The target is always to be consistently dependable and adding value to our clients.

Share with us briefly what you consider to be PESTECH's main achievements recently.

In 2015/2016, we successfully established a division and secured substantial orders in the rail electrification industry. This sets us up as one of the most well-equipped local, and probably ASEAN, rail electrification EPC contractor for Overhead Catenary System (OCS) and electric system suppliers. This sector has huge potential in Malaysia as well as the region, where interconnectivity and modern transportation system is trending as it is being propelled by the needs of social and economic growth. 🌱

“MY ROLE AS CEO OF PESTECH IS TO PROVIDE A PLATFORM FOR THE TEAM TO PERFORM WHILE INSPIRING THEM ON THE IMPORTANCE OF OUR WORKS TO HELP OUR CLIENTS ‘KEEP THE LIGHTS ON’.”



Michael Oh is chair and CEO Coach of Vistage International Malaysia, a global CEO resource and network of chief executives.