

THIS IS ERICSSON

Global connections - Local commitment



Bio

Name **Solihin Yusoff**
 Nationality **Malaysian**
 Company **Ericsson Malaysia Sdn Bhd**
 Position **Director and Head of Commercial Management**
 Years Overseas **9**

Nurturing Talent

Giving back with experience

At Ericsson, Solihin Yusoff realised that the company is all about making a difference by ensuring contribution to the organisation is maximised; and that communities and countries gain maximum benefit from the presence and diversity of skills and backgrounds of their employees.

Thus he found himself working in Vietnam, Myanmar, Thailand, Pakistan, Bangladesh and the Philippines over a 19-year period, nine of them living and working abroad and the rest of the time travelling between countries. Helping to set up Ericsson's local operations, he takes pride in seeing these roles evolve over time.

Leading the Malaysia-based commercial team, he works with a global Ericsson team to better understand telecommunications in every way, translating the wealth of knowledge, skills, expertise, backgrounds, and the company's own future-forward technologies into the markets he oversees. Solihin is one of many Malaysian professionals who have been recruited to return to senior roles within MNCs in Malaysia.

What made you decide to come back?

Ketupat and laksa! A Malay adage goes

“*Tanah tumpahnya darahku*”, which speaks to the fact that wherever I was, Malaysia was my home. With Ericsson's culture of respecting professionals in every way and embracing the diversity of backgrounds, it is easier for us to find roles that suit our professional and personal needs. This allowed me to bring the experience I had gained to a role that continues to fulfill me professionally even as it allows my self-actualisation of coming back to Malaysia.

How has TalentCorp helped you in the transition back to Malaysia?

TalentCorp made the whole process much smoother. The information I needed was easily available on their website as were the guidelines and procedures. The personnel they employ also helped expedite things with their fast responses and ever willingness to assist me. A very good move by the Government I think this was.

How do you apply your skills and experience in nurturing talent?

Ericsson's culture is built on three key values – Professionalism, Respect and Perseverance. Taking into account the

company's commitment to diversity in all ways, it is a perfect place to develop talent at any level. Internally, I work with a fantastic team that shares methods, strategies and tactics that are then adapted against the backdrop of local needs. This means that we can meet every member of the team on their own level – and help them climb fast. I've even seen some of the new team members here rise rapidly within their first year with us.

Would you recommend others to come back and contribute to Malaysia?

Absolutely. We have great infrastructure, culture, a pool of global talent and access to every market in the world. So many multi-national companies have their bases here and a host of Malaysian companies are starting to reach out to the world themselves.

Employers in Malaysia recruiting Malaysian professionals from abroad can take advantage of the company-supported REP application process. Get in touch with us at rep@talentcorp.com.my



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