

DATO DR ZAHARI PROFILE

Dato Dr. Zahari, born on November 2, 1962, in Kuala Terengganu, is a seasoned professional with almost 30 years of expertise, primarily in the automotive sector. He boasts a diverse skill set acquired through significant roles at national automotive giants Proton and Perodua.

Commencing his career in 1989 as a Marketing Executive in the FMCG sector, Dato Dr. Zahari later joined Perodua Sales Sdn Bhd in 1993. Over the years, he held key positions, including Business Development Executive, contributing significantly to Fleet Sales, Export, and Product Planning. Notably, in 2000, he became the first Malaysian to specialize in Product Marketing at Perodua Manufacturing Sdn Bhd.

In 2006, Dato Dr. Zahari took on dual roles at Proton Holdings Berhad, managing both the Product Marketing and Marketing Departments. Returning to Perodua Sales Sdn Bhd in 2012, he ascended to Chief Operating Officer and eventually became Managing Director, achieving a peak market share of 40 percent and 240,000 units sold in 2019.

Dato Dr. Zahari's academic journey includes a Bachelor of Science in Marketing from Arkansas State University (1988), an MBA from Universiti Putra Malaysia (2001), and a Ph.D. earned in 2015 from IIC University of Technology, Cambodia. His research, focused on key success requirements during product introduction in Malaysia's automotive industry, earned him the Best Research Award.

Since 2016, Dato Dr. Zahari has served as a Panel of Expert at IIC University of Technology, Cambodia, holding an Associate Professorship. His specialization lies in Product Strategy, with successful product introductions, notably the Perodua Myvi.

Post-retirement, Dato Dr. Zahari has diversified into roles such as Director of Groundwater Solution Sdn Bhd, owner of The Lemuni in Janda Baik, Pahang, and leadership positions in NGOs like the Consultants and Business Management Research Association (CBMRA). Additionally, he is engaged in training programs, having served as a part-time Trainer for DRB University. Noteworthy accolades include being awarded the Automotive Man of the Year by the Malaysian Automotive Institute (MAI) and the Ministry of International Trade and Industry (MITI) in 2017. Dato Dr. Zahari remains actively involved in academia, consultancy, and heritage conservation efforts.