

KEYNOTE ADDRESS 3

***TITLE : The Challenges of Women Leaders for the
Next Millennium 2057***



Y.Bhg. Datin Paduka Siti Sa'diah Sheikh Bakir
*Managing Director
KPJ Healthcare Berhad*

Datin Paduka Siti Sa'diah Sheikh Bakir has had an illustrious career with JCorp ever since she graduated with a degree in economics from University of Malaya in 1974. On 1 March 1993 she was appointed Managing Director of KPJ. She became directly involved with JCorp's Healthcare Division since 1978. She held the post of the Chief Executive of KPJSB, the holding company of KPJ, from 1989 until its restructuring in November 2002. Actively involved in professional organisations that promote excellence in healthcare, Datin Paduka served as the Vice President of the Association of Private Hospitals in Malaysia (APHM) from 1994 to 1996. She has served as the President of the Malaysian Society of Quality in Health (MSQH), since its inception in 1997. Datin Paduka has played an equally active and prominent role in corporate, business and government committees. She has been involved with among others, MATRADE, National Productivity Council's (NPC) Consultative Panel on Healthcare and the National Patient Safety Council, Ministry of Health. She has also served as an Independent Director of Bursa Malaysia since April 2004.

Datin Paduka currently sits as the Chairman of various hospitals in the KPJ Group. She also sits as Chairman of Willis (Malaysia) Sdn Bhd and Kumpulan Perbadanan Johor Sdn Bhd and as Director of Kulim (Malaysia) Berhad, Puteri Hotels Sdn Bhd and AmanahRaya-JMF Asset Management Sdn Bhd, Healthcare Technical Services Sdn Bhd, and Damansara REIT Managers Sdn Bhd, all of which are companies under the JCorp Group. She is also a Director of Kumpulan Waqaf An-Nur, a non-governmental organisation dedicated to the provision of healthcare services to the less fortunate.

"CHALLENGES OF WOMEN LEADERS FOR THE NEXT MILLENIUM 2057"
CONFERENCE ON UNIVERSITY LEADERSHIP : ENERGIZING INNOVATION AND
CREATIVE MINDS, UNIVERSITI TEKNOLOGI MARA (UiTM)
21 DECEMBER 2010

By
DATIN PADUKA SITI SA'DIAH SHEIKH BAKIR
MANAGING DIRECTOR, KPJ HEALTHCARE BERHAD

Women today have made tremendous strides, right up to the upper echelons of business and political leadership. In fact, successful women figure prominently today's society, creating great paths through the corporate and professional jungles, both for themselves as well as for the many women who come after them. Yet despite these great achievements, news and knowledge about highly successful women leaders are still relatively rare when compared to their male counterparts. It begs the questions "Why?" and "How can women further enhance their positions so that their talents can shine more prominently in today's globalised markets?".

Based on an analysis of the real-life Malaysian scenario, there are various presumptions on the challenges faced by the women leaders throughout the nation. These challenges must be addressed in order to ensure women's progress and continued creation of value.

A case in point is of KPJ Healthcare Berhad, where I sit as the Managing Director, and how KPJ has succeeded in attracting the 'best and the brightest' among the fairer sex, and also engaged, inspired and transformed them into individuals worthy of position of leadership. The presentation will benefit all participants through examples of how similar strategies could also be applied in a diverse range of organisations, throughout Malaysia.



DATIN PADUKA SITI SA'DIAH SHEIKH BAKIR
Managing Director