



Zitty Afiza Ismail

Chief Executive Officer
Innovation Associates Consulting Sdn Bhd

Zitty Afiza Ismail is Chief Executive Officer of ("CEO") of Innovation Associates Consulting Sdn Bhd ("IAC") with effect from 1 July 2025.

History

She is responsible for leading the strategic direction, growth, and overall performance of the company. This includes overseeing operations, financial health, business development, and team leadership to ensure the company remains competitive, innovative and future-ready. Zitty reports directly to Shiraz Ramli, CEO of DNeX IT.

Zitty brings over 15 years of experience in delivering strategic IT solutions, leading digital transformation initiatives, and building strong partnerships across public and private sectors. Her leadership is defined by a strong execution mindset, a people-centric approach, and the ability to align strategy with meaningful outcomes.

Prior to this appointment, she served as DNeX's Head of Consulting since February 2024, where she played a pivotal role in driving business growth and high level stakeholder engagement. One of her most significant achievements was leading strategic public sector initiatives, this included developing account management strategies, facilitating national-level workshops to align digital priorities and address operational challenges, and independently delivering high-impact proposals at the executive level. These efforts reflect her strong execution capability, strategic foresight, and commitment to driving meaningful outcomes in the digital transformation space.

She has also demonstrated the agility and courage to take on responsibilities beyond her core area of expertise, including leading international initiatives in port management as part of strategic efforts in Kuwait. Her commitment to stepping up in complex, unfamiliar domains further reflect her growth mindset, adaptability, and dedication to the Group's broader mission.

Before joining IAC, she was with Amdocs APAC as Senior Business Consultant and Process Lead, overseeing consulting engagements across multiple countries in the telecommunications sector. She focused on improving service operations, optimising business processes, and leading cross-functional transformation initiatives, particularly in service management and operational efficiency.

She also held leadership roles at HeiTech Padu Berhad as Change Management & Training Manager, where she led a high-impact revamp project, transitioning a legacy DOS-based system to a modern web-based platform. This project became a benchmark for digitalisation and customer service experience within the agency.

She holds a Bachelor's Degree in Management of Technology from University Teknologi Malaysia ("UTM").