

## Profile of Azlina Mohd Yusof

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Azlina graduated with a Bachelor of Science degree in Electrical and Electronics Engineering from Northrop University, California, USA in 1984. She began her career as a Radio Broadcast Maintenance Engineer, Ministry of Information, Department of Broadcasting (RTM) in 1985.

During her tenure in RTM, she has acquired extensive experience in managing Radio and TV broadcast engineering operations, including operations and maintenance of a TV Master Control Room or alternatively called the Content Hub, facility management during the 1998 Commonwealth Games, Outside Broadcast facilities and managing nationwide TV and Radio transmitter installation projects. She was among the project team to design and build RTM's Automated Content Hub in 1991 and had attained technology training in Content Hub operations in Darmstadt, Germany.

She was subsequently appointed as Acting Director of Radio Operations for RTM Northern Region in 1993 whereby her scope of duties expanded to include content management, broadcast engineering and administration of 5 RTM regional stations in Perlis, Kedah, Pulau Pinang and Perak.

She further pursued her career in 2000 to assume the position of Vice President, Broadcast Operations at Natseven Sdn. Bhd. (ntv7) until 2005. Among her major tasks in ntv 7 include the expansion of ntv7's service coverage nationwide and managing overall engineering operations.

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She was subsequently appointed the Managing Director of Advanced Promedia Technology Sdn. Bhd. in 2007. Her responsibilities include to launch mobile TV service on terrestrial platform and to establish retail indoor media TV service in Malaysia.

Since 2008, she assumed the position of Director Digital Creation and Digital Distribution Department at Malaysian Communications and Multimedia Commission (MCMC). She has been instrumental to ensure the success of digital switchover in Malaysia wherein her major roles include, development of framework and policies to migrate analog free to air television broadcasting to digital.