

# Dr. Ariffin Datuk Yahaya

## Independent Non-Executive Director

**Present Directorship within Etiqa Malaysia**

Etiqa Life Insurance Berhad

**Appointed to the Board on**

1 August 2021

### Age

- 59

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### Nationality

- Malaysian

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### Qualifications

- Doctorate Degree and Master's Degree in Computer Science, University of California, Irvine, United States
- Bachelor's Degree in Computer Science, California State University, Northridge, United States

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### Background/Experience

- **Economics and Computer Science/Technology**

Dr. Ariffin is an accomplished business leader with hands-on technological expertise and an economics background. His specialty lies in building solutions that fuse business acumen, innovation, and cutting-edge technology, cultivating teams to perpetuate product delivery, and driving a culture of innovation.

During his almost decade-long career at Yahoo Inc., California, United States, Dr. Ariffin was progressively promoted through numerous leadership positions. His most recent position was the Chief Architect at Yahoo Inc. where he led the technical direction for Yahoo Mail, a service with over 200 billion user accounts worldwide. Prior to this, he was the Chief Architect for Yahoo Search with revenues of USD1.4 billion per quarter, overseeing a team of more than 20 technology architects, 200 product managers and 1,000 developers.

In 2017, Dr. Ariffin returned to Malaysia and founded Acquro Sdn Bhd, a technology consulting firm, and Sari Data Sdn Bhd, a software development firm. He was a former advisor to the International Islamic University Malaysia and Smart City Advisory Council in Malacca.

Dr. Ariffin holds patents in systems and methods for advertising and monetisation in location-based spatial networks, and has written numerous publications.

Besides the Maybank Group, he also sits on the boards of several private companies such as Acquro Sdn Bhd, Sari Data Sdn Bhd and Ignias Sdn Bhd.

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### Membership of Board Committee of Maybank Ageas Holdings Berhad

- Chairman, Board Oversight Committee of Innovation & Technology
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