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Leanne Ooi Siew Lin

CEO
Rentwise Sdn Bhd
Member since 2007
VCE-22

BUILDING A GREEN IT BUSINESS

Leanne Ooi Siew Lin credits Vistage for giving her holistic lessons in business management and leadership. Effective coaching and peer support have given her the building blocks to structure and grow a green IT infrastructure services company.

When Leanne Ooi launched Rentwise, which provides green IT Infrastructure Management Services, she was only 23 years old. It was borne from her dream to build a circular business model for IT infrastructure management. Possessing faith in this sunrise business, Leanne secured venture capital investment for her start-up.

“I liked the concept of putting up a solution that was environmentally friendly as we need to be mindful of our carbon footprint,” she says. The company recovers and remanufactures IT equipment, including computers, for lease and sale as well as delivers IT infrastructure management solutions. Knowing that she needed to build up her knowledge, experience and skills, Leanne deferred being CEO and asked her ex-CEO whom she had worked with in a prior but similar business instead to lead the business which was new in the Asian marketplace.

To strategise and professionalise this IT equipment restoration business, Leanne turned to Vistage for support. Rentwise was already six years old and she was then heading Operations. As second in line at work, Leanne started with the KEY-6 group in May 2007, and she moved to VCE-22 in 2010 when she started assuming a bigger role in the business.

“I needed a group with greater exposure to business — to get wider views on how business was run with different views from diverse industries,” she shares and changing groups helped her achieve that. In 2012, she took over helming the business. Leanne credits a lot of her success in this challenging sector to learning gained from Chair Lee Lai Keong and her Vistage peers. Lee’s effective coaching helped her structure the business, especially in financial and risk management as well as in marketing. She got the business building blocks right and this moved her to the top of the game.

“Our revenue was less than RM10 million when we started but today it has more than doubled as we expect it to hit over RM20 million in 2019,” she shared. She started the business with five staff members and today there are 80. Leanne treasures the group dynamics and relationships, and notes that many of her peers have been there from the time the group started in early 2010.



Leanne Ooi with other recipients of Vistage Star Supporter Award 2017

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Because she believes so strongly in the Vistage process, she has brought in four senior managers from Rentwise to become Vistage members for staff development. She opines that Vistage has built a good reputation, is well recognised in the industry and that Richard Wong is the driving force in Vistage. She says that in the first few years of her being a Vistage member, Richard was her Chair and he began opening her mind to the need to professionalise the business.

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Leanne Ooi & her Rentwise team

Leanne Ooi is CEO of Rentwise, a provider of Green IT Infrastructure Management Services, a company she set up in 2001. Headquartered in Shah Alam, Selangor, Rentwise has sales offices in Kuching, Kota Kinabalu and Singapore.