

# Aliff Omar named CEO of Ekuinas

By **S. Birruntha** - May 23, 2025 @ 5:20pm



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KUALA LUMPUR: Ekuiti Nasional Bhd (Ekuinas) has appointed Aliff Omar Mohamad Omar as chief executive officer (CEO), effective today.

Aliff had been acting CEO since April 1, 2025. He joined Ekuinas in 2017 and previously served as senior director, investment, leading deals in the energy, consumer and technology sectors.

Ekuinas chairman Tan Sri Shahril Ridza Ridzuan said the board is confident that Aliff's leadership will strengthen Ekuinas' position in the Malaysian private capital ecosystem and take the organisation into its next phase of strategic impact.

In a statement, Aliff said the firm is entering a pivotal new chapter, a chapter that will see the group evolve and grow alongside the rapidly changing private capital landscape.

"With the introduction of private credit at the end of financial year 2024, Ekuinas has taken a bold step beyond our roots in private equity, expanding our platform into the broader private capital space," he added.

Aliff also said the group's mission remains to create meaningful, measurable value for its stakeholders and contribute to a more inclusive and resilient economy.

"We will continue to invest with discipline, operate with integrity and deliver outcomes that go beyond returns — empowering businesses, uplifting communities, and unlocking opportunities for the next generation of Malaysian champions," he said.

Aliff has over 16 years of experience in corporate advisory, having held roles at UBS AG, CIMB Investment Bank, and Maybank Investment Bank. He is a graduate of Northwestern University and the University of Cambridge.