



## Pei Lin Lee

Business Development Manager (3 years 3 months)  
Kian Tuck Trading Sdn Bhd

(+60) 122212184 | peilynne@hotmail.com | MYR 5,000 | Ipoh, Perak

## Experience

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14 years of total experience

Jan 2013 - Present  
(3 years 3 months )

### Business Development Manager

Kian Tuck Trading Sdn Bhd | Perak, Malaysia

Industry	Retail / Merchandise
Specialization	Corporate Strategy/Top Management
Role	Others
Position Level	Manager
Monthly Salary	MYR 3,250

1. Process definition and standardization of forms for Corporate Office.
2. Planning and implementation of new retail outlet's project, responsible for human resource planning, drafting and implementation of HR and Operation processes.
3. Review of the tenancy contract.
4. Responsible for sourcing of system vendor and management of vendor.
5. Implementation, management and support of inventory and POS system.
6. Drafting and finalization of SOP for retail project.
7. Oversees the retail outlet operation at high level.
8. Propose and drafting of KPI standard for retail and store division
9. Set up Internal Audit process, job scope, audit plan
10. Oversees stock audit process, perform verification, approve final adjustment and prepare final reports for GM.

May 2009 - Nov 2012  
(3 years 6 months )

### Senior Process Consultant

Energized Corporate Consultant Inc Sdn Bhd | Kuala Lumpur, Malaysia

Industry	Consulting (IT, Science, Engineering & Technical)
Specialization	IT Process Consulting
Role	Others
Position Level	Senior Executive
Monthly Salary	MYR 5,500

1. Provide consultancy and advisory service for international recognized standard and quality model such as CMMI-DEV, CMMI-SVC, ISO/IEC 27001 (ISMS), ISO/IEC 20000 (ITSM) and ISO/IEC 9001 (QMS).
2. Conduct gap analysis and report generation.
3. Deliver Introduction to ISO 9001, ISO 27001 and process trainings
4. Assist customer in Process Definition activities
5. Involved in reviewing of draft Processes.
6. Conduct Implementation Review
7. Perform audit - participated as Assessment Team Member in 7 CMMI-DEV appraisal and 1 CMMI-SVC appraisal (first in South East Asia).
8. Provide support to customer during Stage 1 and Stage 2 Audit for ISO/IEC 27001 and ISO/IEC 20000

9. Advise customer in closing Audit Non-Conformance.

Clients served (partial):

1. Syarikat Prasarana Negara Sdn Bhd
2. Johor Port Berhad
3. Prokhas Sdn Bhd
4. Adv. Fusionex Sdn Bhd
5. CustomCodes Sdn Bhd (subsidiary of Mesiniaga Berhad)
6. Qinetics Solutions Berhad
7. CMG Online Sdn Bhd
8. Multimedia Consulting Sdn Bhd (MMCSB)
9. SincerePrint MSC Sdn Bhd
10. Agile Matrix Solutions Sdn Bhd

Certification Acquired:

1. ISO/IEC 27001 Lead Auditor Course by BSI

Training Attended:

1. Official Introduction to CMMI V1.2
2. ISO27001:2005 Training by Professor Ted Humphreys
3. CMMI V1.3 Appraisal Team Member Training

2007 - 2009

(2 years )

### **Training & Event Services Manager**

ECCL Consultancy Sdn Bhd | Kuala Lumpur, Malaysia

Industry	Consulting (IT, Science, Engineering & Technical)
Specialization	Marketing/Business Development
Role	Event Management
Position Level	Manager
Monthly Salary	MYR 3,800

1. Constantly engage the major client, MDeC in exploring new business opportunity relating to offering of training services for MDeC CDP Programme.
2. Prepares proposal and closed the deal.
3. Ensures training materials, training capabilities is well prepared ahead of training date.
4. Represent MDeC in pursuing trainees' registration to the training programme
5. Prepares Training Evaluation Report for submission to MDeC.
6. Planning of in-house training activities, engagement of trainer, venue selection and preparation, registration activities, trainees

Jan 2007 - Jan 2007

(1 month)

### **Dealer Management Executive**

iZZinet Sdn Bhd

Industry	Telecommunication
Specialization	Sales - Corporate
Role	Distributor/Channel Sales
Position Level	Senior Executive
Monthly Salary	MYR 3,000

1. Sales & Marketing Strategy
  - Assist in Sales & Marketing Strategy Planning
  - Planning and implementation of iZZinet Wireless Broadband Product Packages, Charges and Value Added Services
  - Market research on competitors offerings
  - Analysing market intelligence to develop sales plan and strategy to build up customer awareness, confidence and acceptance of iZZinet
  - Liase with iZZinet Legal Advisor on iZZinet Legal Documents for Wireless Broadband Service provisioning
  - Carry out preliminary contact; follow up meeting and partnership proposal to potential Master

#### Distributors

- Business process design for iZZinet Wireless Broadband Sales Channel

#### 2. Advertising & Promotion

- Assist in iZZinet Brand development.
- Introducing the iZZi brand and promote the selling of iZZi range of products to resellers
- Planning of Roadshow and Promotional Activities involving both Master Distributors & Resellers on weekly basis
- Managed a team of 2 promoters & daily operation of promotional booth

#### 3. Master Distributor & Reseller Management

- Providing first tier sales support to Master Distributor & Reseller
- Planning of product soft launch with Master Distributors
- Identify potential resellers and carry out ground visit
- Conducted Sales & Product Training to Master Distributors, Resellers & Promoters
- Conducted ePOS training to Master Distributors & Resellers
- Conducted product installation training to Master Distributors
- In charge of preparation of training material and presentation slide

#### Achievements:

1. Successfully signed off contract with 4 Master Distributors
2. Implementation of 2 road shows
3. Secure monthly commitment from each Master Distributor
4. Successfully promote the sales of iZZi product to IT resellers from scratch.

Apr 2003 - Jan 2007  
(3 years 9 months )

### **Technical Sales Executive** ECS KU Sdn Bhd

Industry	Computer / Information Technology (Hardware)
Specialization	Sales - Engineering/Technical/IT
Position Level	Senior Executive
Monthly Salary	MYR 2,100

Year 2003-2005

1. Join as Technical Sales Executive, in charge of outsourcing and maintenance service contract sales.
2. Participated in the pre-launch planning discussion of outsource services
3. Transfer to Technical Division (year end 2004) responsible for managing both internal and external customers.
4. Overseeing and ensure smooth job dedication in order to meet deadline as per scheduled.
5. Engaged in the planning of new business unit for Technical Department - Training Division.

#### Achievements

1. Maintain 100% maintenance contract renewal and 29K of revenue in outsource contract for year 2003-2004
2. Achieved 75% sales quota for Year 2005

#### Training attended

1. Handling Sales Objections Effectively - 2003

Jun 2001 - Apr 2003  
(1 year 10 months )

### Senior Account Executive

G-Connect Inc. Sdn. Bhd.

Industry	Consulting (Business & Management)
Specialization	Sales - Engineering/Technical/IT
Position Level	Senior Executive
Monthly Salary	MYR 1,800

Year 2001 - Year 2003

1. Joined as Account Executive under G-Connect Inc. Sdn Bhd (sole distributor for Gartner Group) on Year 2001. Assisted CEO to setup a local representative office
2. Built the brand of Gartner from scratch through various marketing campaigns and strategic account planning.
3. Participated in hiring and recruitment of marketing team.
4. Lead a group of 5 Account Executives in achieving yearly sales quota and building new customer base.
5. Assisted CEO in preparing sales report and business plan for submission to Gartner Regional Sales Office.
6. Ensure customer satisfaction through constant interaction

#### Achievement

1. Promoted to Senior Account Executive on Year 2002
2. Contributed approximately RM 910,000 sales amount annually.
3. Closed one of the Malaysia biggest outsourcing consulting contract, amounting RM 250,000 on Year 2002
4. Appointed to attend Gartner ITXpo/ Symposium in Sydney Australia on Year 2002. This 4 days event was attended by MNC's CIO and senior management.
5. Successfully organised a luncheon presentation attended by more than 10 CIO/CEO of Malaysia leading financial institution on Year 2003

## Education

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2001

### Nottingham Trent University

Bachelor's Degree in Computer Science/Information Technology | United Kingdom

Major	Information System
Grade	Grade B/2nd Class Upper

1999

### Olympia College

Advanced/Higher/Graduate Diploma in Computer Science/Information Technology | Malaysia

Major	Information System
Grade	Grade B/2nd Class Upper

## Skills

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Advanced	Auditing
Intermediate	MS Office, Project Management

## Languages

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*Proficiency level: 0 - Poor, 10 - Excellent*

Language	Spoken	Written
Chinese	9	9
Bahasa Malaysia	8	9
English	8	8

Jobstreet English Language Assessment (JELA)

Date Taken 21 Apr 2016

Score 36/40

## Additional Info

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Expected Salary	MYR 5,000
Preferred Work Location	Kuala Lumpur, Perak, Selangor

## About Me

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Gender	Female
Age	38
Telephone Number	(+60) 3-90104395
Address	174, Jalan Dato Lau Pak Khuan, Ipoh Garden, 31400, Ipoh, Perak, Malaysia
Nationality	Malaysia