



# Alistair Kinhee Teng

Instructional Designer | Product Trainer | Facilitator

## Objective

Currently seeking a captivating and enriching position that adeptly harnesses my existing skills and experience, nurturing ongoing personal and professional development.

## Experience

### Mar 2023- Jun 2023

HAWORTH SINGAPORE PTE LTD

#### Sales Enablement Manager, Asia Pacific

In this new role, empowered the sales team, drove success, and enhanced customer engagement. Evaluated and improved training, onboarding, sales strategies, and resources for optimal sales performance in the dynamic Asia Pacific market.

- Conducted comprehensive analysis of existing sales training modules, recommending actionable enhancements.
- Streamlined onboarding process for sales representatives and dealers, reducing onboarding time by 20% and achieving 90% new hire satisfaction.
- Collaborated across teams to create an Asia Pacific-focused sales playbook, boosting sales team adherence by 25%.
- Assessed sales team skills, implementing targeted training for a 10% increase in closing rates within three months.
- Contributed to resource development, driving a 30% rise in customer engagement metrics.

### Sep 2020- Sep 2022

COMMUNE LIFESTYLE PTE LTD

#### Brand and Product Trainer, S.E.A. & China

Created engaging online programmes on LMS for external and internal customers in Southeast Asia and China. Developed diverse instructional content, including product knowledge, sales education, soft skills, and industry best practices. Managed region's dealers with tailored support and innovative solutions.

- Identified training needs, designed, and delivered targeted sales training programmes, applying principles of andragogy to align techniques with brand messaging, resulting in a 15% revenue increase and 8% market share growth.
- Contributed to onboarding and training of 180 new sales and dealer employees, facilitating productivity and integration into the sales team.
- Curated a collection of over 42 resources encompassing sales techniques and best practices, empowering sales teams with accessible information.
- Facilitated 4 impactful sales workshops, integrating knowledge, communication, and storytelling, leading to 21% improvement in sales performance and a boost in customer engagement.

### Dec 2018- Jul 2020

CELEBRITY CRUISES INC

#### Training Manager, Asia Pacific

Offered comprehensive training support to external and internal customers, specialising in creating APAC-focused instructional content aligned with head office standards. Developed materials covering product knowledge, selling techniques, and current cruising trends and destinations.

- Developed and delivered comprehensive training programmes for travel agents, focusing on cruise knowledge, sales techniques, and service, resulting in 20% improved competence.
- Collaborated with the Miami head office to design engaging training modules on trends, destinations, and selling strategies, empowering agents to promote cruises.
- Implemented blended learning with e-platforms and workshops, combining principles for flexible training, leading to 30% better learning outcomes and 20% improved agent performance.

## Contact

### Phone

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### Email

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### Location

Tampines, Singapore

## Education

2000

### BA Asia Pacific Studies & International Relations

University of Leeds

2004

### Certificate in International Business & Business Management

Chung Hwa Correspondence School  
Chinese Taipei R.O.C.

## Expertise

- Andragogy & Pedagogy
- Assessment & Evaluation
- Blended Learning Solutions
- Content Management Systems (CMS)
- Facilitation & Public Speaking
- Instructional Design (ID)
- Internet and Web Development
- Learning Management Systems (LMS)
- Project Management (PM)
- Stakeholder Collaboration & Management
- Training Needs Analysis (TNA)
- Video & Interactive Media Production

# Languages

- English
- Mandarin Chinese
- Cantonese
- Bahasa Melayu/ Indonesia
- Thai (Elementary High L-S-R-W)
- Korean (Elementary High L-S-R-W)
- Japanese (Intermediate Low L-S-R-W)
- Russian (Elementary Low L-S-R-W)

# General Interests

- Badminton
- Travelling
- Cooking
- Hiking
- Brisk Walking
- Foreign Languages

# Other Interests

2016-Present  
**Vice President,**  
Singapore Modern Pentathlon  
Association, Singapore

**Certified Thai Traditional Massage**  
Wat Po Thai Traditional Medical &  
Ayurveda Association, Thailand.

- Conducted regular assessments, analysing feedback and trends, enhancing programmes to align with the evolving industry, resulting in a 15% reduction in complaints.

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Feb 2012- Nov 2018

Q LIFESTYLE (S) PTE LTD

Training and Business Development, Assistant Manager

Led and supervised product trainers, delivering customer-centric training materials. Enhanced customer experiences through post-training feedback initiatives. Provided sales performance optimisation solutions with market-focused products and destination development.

- Led a high-performing team of 5 product trainers, fostering collaboration and innovation, resulting in a 20% increase in customer satisfaction across diverse regions.
- Implemented innovative training technologies, reducing expenses by 25% and improving effectiveness by 15%.
- Engaged audiences exceeding 450,000 members in MENA and RCIS through dynamic product owner/ trainer presentations, driving a 40% increase in brand awareness and a 25% boost in customer inquiries.
- Orchestrated the successful launch of an online holiday product, guiding a 3-phase new product development strategy, leading to a remarkable 38% increase in online sales and a 20% expansion of the customer base.
- Played a pivotal role in developing and launching a highly acclaimed mobile app in May 2018. App rated 4.8 stars on Apple App Store and Google Play Store.

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Previous Experience

- Senior Language Instructor/ Assistant Manager, ELEC, Malaysia.
- Senior English Teacher, Erican Education Group, Malaysia.
- Senior Sales Manager, Hotel Equatorial. Kuala Lumpur, Malaysia.
- Sales Manager, The Royale Bintang, Kuala Lumpur, Malaysia.
- Biz Development Manager, Directlink Travel, Kuala Lumpur, Malaysia.
- Tele-Canvass, Global Estate Co. Ltd., Bangkok, Thailand.

# Reference

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# Portfolio

<https://alkhteng.github.io/AlistairISD>