A person in a red suit

Description automatically generated Alistair Kinhee Teng

Tampines, SG | 90237854 | kasemsanthongsawan@icloud.com

Experienced in instructional design and training management for over 12 years, I excel in delivering effective learning experiences that boost performance and growth. My targeted programmes and innovative tech led to a 25% training effectiveness increase and 15% revenue rise. Skilled at building relationships with stakeholders, I consistently enhance employee skills, positively impacting results.

EXPERIENCE

MAR 2023- SALES ENABLEMENT MANAGER, APAC | HAWORTH SINGAPORE PTE LTD

JUN 2023 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- BRAND AND PRODUCT TRAINER, SEA & CHINA | COMMUNE LIFESTYLE PTE LTD

OCT 2022 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 forty-two resources encompassing sales techniques and best practices, empowering sales teams with accessible information.
* Facilitated four impactful sales workshops, integrating knowledge, communication, and storytelling, leading to 21% improvement in sales performance and a boost in customer engagement.

DEC 2018- TRAINING MANAGER, APAC | CELEBRITY CRUISES INC

JUL 2020 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.
* Conducted regular assessments, analysing feedback and trends, enhancing programmes to align with the evolving industry, resulting in a 15% reduction in complaints.

FEB 2012- TRAINING & BD, ASSISTANT MANAGER | Q LIFESTYLE (S) PTE LTD

DEC 2018 Led and supervised product trainers, delivering customer-centric training materials. Enhanced customer experiences through post-training feedback initiatives. Provided sales performance optimization solutions with market-focused products and destination development.

* Led a high-performing team of seven 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.

MAR 2010- SR LANGUAGE INSTRUCTOR | ASST MANAGER | ELEC LANGUAGE SCHOOL

DEC 2011 Revolutionized education and entrepreneurship through exceptional language foundations and diversified academic and business English courses. Strategically planned core functions, including course development, quality assurance, sales, and fostering positive intercultural student-teacher connections.

* + - Led the teacher department of ten international teachers and three local teachers, achieving a 20% increase in overall student satisfaction across diverse language proficiency levels.
    - Improved language learning outcomes for learners with diverse backgrounds and proficiency levels through innovative, student-centred curricula, resulting in a 25% increase in student engagement.
    - Successfully organized and marketed three 6-week summer camps to Korean elementary and middle schools in Seoul and Busan, attracting sixty students with lodging and transportation, and outperforming competitors of the same school size, generating a net profit of MYR69,000.
    - Established a corporate training division, offering customised programmes for local and international companies, including DK Leather Corporate Berhad, securing partnerships with five firms within the first six months.

AUG 2007- SR ENGLISH TEACHER | ERICAN EDUCATION GROUP

FEB 2010 Cultivated an engaging and enjoyable English learning experience for diverse students, fostering organic referrals and increased enrolment. Performance-driven instruction established a reputable, professional image.

* Fostered an inclusive classroom environment, promoting mutual respect, where 90% of students felt comfortable expressing themselves.
* Implemented engaging teaching methods and customised communicative, theme-based, integrated skills lesson plans for diverse learners, resulting in the creation of an average of two new classes across diverse language proficiency levels and significant improvement in ESL learners' language proficiency and writing skills.
* As an active member of the Advisory Committee, contributed to school improvement by spearheading a dynamic school holiday programme, resulting in a notable 20% increase in student enrolment.

JUN 2006- SENIOR SALES MANAGER | HOTEL EQUATORIAL KUALA LUMPUR

JUN 2007 Boosted sales revenue for a 5-star hotel with 250 guest rooms, eight meeting rooms, and various hotel services by expanding and maintaining new and key business accounts. Successfully promoted the hotel's product image to diverse business and conference accounts, while implementing effective sales call cycles to foster strong client relationships.

* + - Proactively managed a diverse client portfolio, managed correspondence, rate agreements, and collaborated with key stakeholders, achieving 20% higher client satisfaction and smooth communication.
    - Successfully prepared, presented, and executed sales proposals, proactively resolving challenges, implementing enhancements without compromising profitability. Demonstrated 25% sales proficiency, achieving consistent closures and sustained profitability.
    - Strategically employed revenue management techniques, securing favourable room rates, function space commitments, and food & beverage consumption. Generated MYR225,000 in new room sales, surpassing 130% of sales target.

JAN 2004- SALES MANAGER | THE ROYALE BINTANG KUALA LUMPUR & DAMANSARA

MAY 2006 Strengthened hotel sales by expanding and maintaining key travel agency accounts, contributing to increased revenue in both properties with 550 guest rooms and nine meeting rooms. Implemented effective sales call cycles to foster strong client relationships.

* Maintained 63% monthly occupancy, optimising contracted blocks, leading to 10% higher occupancy. Strategically monitored selling strategies and block usage, fuelling revenue.
* Achieved 25% higher bookings through enhanced B2B sales and strategic pricing on metasearch and OTA platforms. Analysed listings, resulting in a 30% improvement in visibility.
* Represented the hotel in 8 trade fairs, securing five new Japanese accounts, like Ito-chu, averaging fifty room nights, expanding reach by 40%. Successfully secured substantial group bookings, including Interhash- Pan Asia in 2005, totalling 250 room nights.

SEP 2002- BUSINESS DEVELOPMENT MANAGER | DIRECTLINK TRAVEL & TOUR SDN BHD

JAN 2004 Devotedly pursued new account acquisition and provided dedicated service to existing accounts, bolstered by consistent follow-up. Cultivated enduring relationships with hoteliers and suppliers, fostering strong business partnerships as a business development manager.

* Successfully organised incentive trips for Great Eastern Malaysia to Langkawi (1200 people) and the K-Link MLM incentive group to South Korea (160 people) led to revenue equivalent to three months of average monthly sales.

MAY 2001- TELE- CANVASS | GLOBAL ESTATE CO. LTD. THAILAND

JUN 2002 Proficiently managed diverse tele-canvassing responsibilities, encompassing call generation, data entry, filing, records management, and billing for properties located in Thailand, Australia, and North America.

* Created an efficient Excel format for accurately inputting and organising customer data streamlined data entry processes, reducing data entry time by 40% and increasing data accuracy by 95%.
* Efficiently understood the customer requirements and provided accurate information and data for three properties, enabling the sales managers to surpass the target revenue by 2.5 times.

EDUCATION

2000 BA ASIA PACIFIC STUDIES & INTERNATIONAL RELATIONS | UNIVERSITY OF LEEDS

2004 CERT IN IB & BM | CHUNGHWA CORRESPONDENCE SCH CHINESE TAIPEI, ROC

2015 ADVANCED CERTIFICATE IN ENGLISH LANGUAGE TEACHING | TEFL EXPRESS UK

EXPERTISE

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

ADDITIONAL TRAINING

2022

Scrum Fundamentals Certified | WSG Service Leadership-1

2022

WSQ Essentials of Franchise Management **|** WSG Organizational Relationship Building | WSG People and Performance Management | WSG People Development

2017

Corporate Grooming, Protocol & Business Etiquette for Professional**,** Knowledge Hub Asia Malaysia | Emotional Intelligence, TED Learning Malaysia

2016

Project Management Professional Training, iKompass Singapore

LANGUAGES

English | Mandarin Chinese | Cantonese | Bahasa Melayu | Indonesian | Thai (EH) | Korean (EH) | Japanese (IL) | Russian (EL)

GENERAL INTERESTS

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

OTHER INTERESTS

2016-Present

Vice President | Singapore Modern Pentathlon Association, Singapore

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

PORTFOLIO

[Click here to access!](https://alistairisd.co/)