

Steven Hoo
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COMPUTUER SKILLS

Microsoft Certified IT Professional (MCITP)
DNDA Network Design Associate Certified
Microsoft Office Suite

WORK EXPERIENCE

Multimedia Technology (ICT Supply Chain)
November 2014 – present
Product Manager

- Providing business solution and advice to the customers in optimising service design for project delivery requirements
- Establishing strategic marketing plans to achieve, develop and execute marketing programmes to achieve stated objectives regarding revenue, profitability, market share and corporate objectives for networking products.
- Coordinating the implementation of ranging strategy for the Australian market, and represent networking vendors such as Cisco, D-Link, NetComm in the global development division to ensure product roadmaps match local market requirements.
- Develop with vendors optimal integration in pricing and marketing activities and manage marketing funds ensuring optimum utilization and financial control.
- Manage demand planning to optimal forecast for the Australian market and underpinned by strong analytical modelling and collaborative planning.
- Continuously drive and improve the Networking Product Management team processes and performance with initiation and coordination of optimizing supply chain management, planning and release products to market.
- Assist the sales team with customer meetings with product strategy, market outlook and trends, activity roadmap and account target setting and forecasting.
- Manage development, production and distribution of promotional and collateral materials to support sales and marketing programmes.
- Review analysis of marketing surveys on current and new management concepts in order to recommend future product management development.

Synnex Australia (ICT Supply Chain)
February 2011 – October 2014
Sales Account Manager

- Building strong relationships with key accounts through effective account management tools, such as Dynamics 365 and ERP system as DBS and SAP.
- Assisting customers via the telephone, ensuring their orders are processed in an accurate & professional manner.
- Providing customers with up-to-date information, including product information, delivery information, account/credit information, special sales/promotions & expected time of arrival.
- Ensuring monthly/quarterly sales targets are consistently achieved through cross-selling & up-selling IT-related products.
- Pro-actively making call outs to key accounts on special promotions to increase revenue achievement.
- Analyzing potential new business, market opportunities & initiating customer contact to pursue opportunities.
- Reporting on a monthly basis to the team on the development of key accounts, highlighting strengths, weaknesses, opportunities & threats.

EDUCATION

Bachelor of Business
February 2004-November 2007
RMIT University

LANGUAGE SKILLS

Fluent in written and spoken **English** and **Mandarin**.

References upon request