

# Clement Ho – RESUME

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## Engineering Sales & Account Management profile:

I'm a **Technical Sales Manager** with 10+ years' experience in key account management, operations and business strategy development with companies and clients including **PHILIPS, Technicolor, Pace and Fracarro**. I have led sales management and account management initiatives such as Samsung & SenQ Retail chain stores sales collaboration, including driving a 35% improvement in customer resolution time through the takeover of **Philips** by delivering a sales and service organisational restructure. I have extensive experience in regional operations account management, driving residential and commercial market customer base growth in contractual sales & local sales strategies of 6% Year on Year (YOY) and operating above annual set KPI targets. I hold a Bachelor of Electrical Engineering from RMIT University along with extensive experience managing sales budgets, achieving monthly sales targets and driving revenue through category management.

## Key Technical Sales Management expertise:

- ✓ **Customer engagement:** More than 10+ years' experience engaging with key customers including **Samsung** and **SenQ** to develop sales agreements which resulted in a channel growth of 10% year on year between 2015 and 2017 (from \$2M revenue to \$4.8M revenue per annum).
- ✓ **Key account management:** Managed a network of 300 retail store accounts in my role as Regional Sales Manager with AMH to contribute to 35% of annual sales revenue for AMH, currently valued at \$18M per annum.
- ✓ **Pricing strategy development:** Skilled in developing pricing models and preparing costing analysis for products such as prepaid content buys for the prepaid Pay TV model where content is packaged according to genre segmentation and seasonal demand. This created an impact in sales uptake by 30% creating an influx prepaid revenue of \$5M per annum.
- ✓ **New market identification:** Extensive experienced developing and presenting new products and services such as Mobile TV (AOTG) to existing and new customers including implementing strategy to drive an increase in digital technology within households Year on Year (YOY) from 64% to 79% in 3 years, securing the market leader position for AMH.

## Professional Experience

### SALES MANAGER

May 2018 - Present

GAO Real Estate – Melbourne, Australia

#### Key Responsibilities:

- Acquiring sales for off the plan residential homes through company leads, roadshows, online marketing and social network inquiries via networking with local master agents such as Colliers & Castran Gilbert.
- Developing and initiate new sales leads through the development of business partnership and agency agreement of a minimum of two site project briefings a week for properties such as Hawthorn Park & Illoura House St. Kilda.
- Researching suitable homes to meet client's criteria utilising company's resource file, site visit, developer's project briefing and marketing search query, currently with a clientele of 350 and increasing month on month.

### REGIONAL SALES MANAGER

Mar 2011 – Nov 2017

Astro Malaysia Holdings

#### Key Responsibilities:

- Managing East Malaysia region's financial success and sales acquisition process across a customer base of over 1.1 million households.

- Leading the sales function which included all retail, direct, commercial and master distributor sales team of 24 managers and 220 contract staff to achieve sales efficiency, hitting above 100% KPI sales targets year on year.
- Developing new channels and initiatives to ensure sustainable growth in market share, engaging new Telco distributor partners and chain store retail entities with a track record of 10% channel growth yearly.
- Providing market intelligence on sales opportunities, competitors' activities and latest business development in the market through weekly data analytics on customer trending expenditures, habits and sales penetrations from Tableau.

#### Key Highlights:

- ✓ **Sales KPI's:** Achieved sales KPI's including Year on Year (YOY) new residential target achievement in FY15 (93%, Volume 127,010, New Revenue \$58M), FY16 (113%, Volume 117753, New Revenue \$57M) and FY17 (109%, Volume 101198, New Revenue \$53 mil).
- ✓ **Market share management:** Drove household penetration YOY from FY15 64%, FY16 75%, FY17 79% and to end with the largest entertainment household market share in Malaysia.
- ✓ **Customer attrition:** Improved customer attrition rate at < 9% annually via retention measures such as automated bill payment plans, and selective customer acquisition through targeted package plans and remaining market affordability.
- ✓ **Relationship management:** Represented Astro in dealing with Government agencies, Press, Banks, NGOs (Consumer Associations), CUG campaign partners, corporate clients, VIP courtesy accounts, associations and societies such as Hotel owner and GMs for Le Meridien, Shangri-La and Hilton which generates a total of \$13 million in subscription revenue annually.

## ENGINEERING TECHNICAL EXECUTIVE

Aug 1996 - Mar 2011

*Astro Malaysia Holdings*

#### Key Responsibilities:

- Providing technical support for the commercial business and centralised system for high rise (SMATV) valued at \$26M in portfolio revenue annually including undertaking feasibility study, system design, software patching and after sales support.
- Managing and monitoring of 250 contract installers and their performance via installer performance grading system to ensure 95% customer delivery and satisfaction which included mapping, recruitment, grading, audit, compliance, installer agreement and adherence to service level agreements.
- Developing and review procedures and documentation in line with company's local technical operating procedures (LOP), this includes reviewing hardware failure rate and software performance of manufacturers from **Pace**, **Technicolor** and **Samsung** to be below the nominal value of 5% failure rate.
- Managing regional ad-hoc projects including Card swap, Gemilang, Relocation, Astro 2.0, etc. as initiated by the company on new or updated software and hardware implementation.

#### Key Highlights:

- ✓ **KPI achievements:** Achieved regional commercial downtime response < 24 hours at 100%, regional residential homes downtime response < 48 hours at 98% which is well above the standards of 95% achievement by streamlining the installer resources defined service areas and ensuring competency of contractor staff.
- ✓ **Operations delivery:** Delivered new customer installations and account activations at a level of 85% within 3 working days which was significantly higher than the standard operating procedure of 7 days installation time.
- ✓ **Project management:** Managed projects roll out such as the satellite tv reception installations for all public schools in Malaysia this included a total of 4,000 primary and secondary schools completed within the 6 months project timeframe. This project was completed well beneath the budget of \$4M installation cost ending with an installation expenditure cost of \$2.4M and delivered a savings of 36% for the business.
- ✓ **Multi Dwelling Units (MDU) DCSS rollout:** Upgraded the SD SMATV systems in apartments to HD ready blocks to allow consumers to increase service revenue to premium HD channels. A total of 6 building properties completed in 2017 with a total of 1600 units wired and increased to 85% customer penetration rate per property to generate revenue of \$1.1M in subscription revenue annually.

## ELECTRICAL ENGINEER

*Sabah Forests Industries*

Aug 1993 - Aug 1996

### Key Responsibilities:

- Providing electrical preventive and breakdown maintenance including paper machines, stock preparation, chemical additives plant, pulp mill, and a chemical preparation plant ensuring downtime is below the 1-hour threshold for the production line.
- Leading a technical crew of 32 electricians and fitters daily to ensure all plants are in 24 hours continuous operating status and any remedial works were carried out promptly without disruption to production.
- Supervising electrical projects within the company to implement cost reduction measures and gain production efficiency.
- Collaboration between work departments to meet end production objectives such as Production team, Mechanical Department Chief Engineer, Project Leaders and the General Manager.

### Key Highlights:

- ✓ **Production downtime:** Achieved downtime threshold of <24hours per annum with 98% production rate of 150,000 tonnes of paper per annum by minimising critical machines breakdown that contributed to production downtime. Delivered that maintenance schedules were carried out to plan during scheduled plant shutdowns and prioritised critical equipment maintenance.
- ✓ **Scheduled maintenance:** Managed scheduled preventive maintenance work schedules during plant shutdowns to ensure continuous production runtime such as HV/LV transformer oil filter cleaning processing and DC Drives rotor, armature bearings replacement and calibration.
- ✓ **Process improvement:** Achieved the implementation of the NOSS project – \$11M. This project delivered improvements in the centri cleaning process of bleached pulp in the Pulp Mill for production of better-quality paper which resulted in wastage reduction of 30%. This also included electrical works undertaken involved commissioning of ABB (11kV & 3.3kV) motors, 3 phase AC motors, Motor Control Starters and Siemens teleperm I/O communications link.
- ✓ **Project implementation:** Delivered an \$50K project which include electrical works, commissioning of three and single-phase distributors, complete air conditioning and electrical wiring. The project delivered a kindergarten and primary education environment for children of SFI employees and a cost savings of \$50K by undertaking the project inhouse.

## Qualifications

- **Bachelor of Electrical Engineering** | Royal Melbourne Institute of Technology (RMIT) 1992  
Distinction in Engineering Concepts, Engineering Instrumentation & Variable Speed Drives
- **Chartered Professional Engineer of The Institution of Engineers Australia (2018)**

## References

*Contact details available upon request.*