

# Clement Ho – COVER LETTER

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**Ritesh Kumar – Director of Sales**

Level 40, 140 William Street  
Melbourne, VIC 3000

Dear Ritesh,

**RE: Application for Product Manager**

I'm an Engineering Sales Manager and an Australian permanent resident with more than 10 years' experience in key account management, developing and implementing sales strategies, and category management with companies and clients including **PHILIPS, Technicolor, Pace and Fracarro**. As a Regional Sales Manager, I established and managed partnerships with clients to deliver sales growth of \$5M in commercial establishment sales for tech category clients such as **Samsung and Panasonic**. I have a Bachelor of Electrical Engineering from RMIT University and am keen to bring my technical sales and account management experience to ALOGIC.

In my previous role as a **Regional Sales Manager** for AMH Group, I led the technical sales team and managed sales, operations and distributions for retail, direct and commercial with a total budget of \$9.5M per annum. I spearheaded sales initiatives including reducing customer attrition rate from 16% to 9% which led to additional revenues of \$50M per annum for AMH Group. This was achieved through new pricing models to increase gross profit margin, streamlining sales matching of product to consumer, initiatives to register auto debit for customers and automated bill reminders.

I also provided technical support for the commercial side of AMH Group for high rise apartment buildings including Jesselton Condominiums valued at \$26M in portfolio revenue annually. I led feasibility studies, system design, software patching and after sales support. I also managed 250 contract installers and their performance via installer performance grading system to ensure 95% customer delivery and satisfaction which included mapping, recruitment, compliance, installer agreements and adherence to service level agreements.

## **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.

I strongly believe that my experience in key account management, technical sales and customer engagement will be of great benefit to ALOGIC and I am keen to make a strong impact to the sales team.

Yours sincerely,

**Clement Ho**