



Wong Chen Wai (Kevin)

Personal Information:

Name	: Wong Chen Wai
Age	: 33
Date of Birth	: 26 June 1983
Nationality	: Malaysia
Gender	: Male
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Educational Background:

Highest Education

Level	: Bachelor (Hons) in Marketing.
Field of Study	: Marketing
Major	: International Marketing, Advertising, Market & Social Research, Managing PR and Small Business.
Institute / University	: University of Hertfordshire.
Located In	: Malaysia
From	: May 2003
Graduation Date	: November 2006

Second Highest Education

Level	: Foundation Programme
Field of Study	: Business
Institute / University	: INTI College
Located In	: Malaysia
From	: May 2002
Graduation Date	: May 2003

High School (SPM)

Name of School : Maktab Sultan Abu Bakar (English College) JB.

From : 1996

Graduation Date : 2000

Skills	Skill	Proficiency
MS Word	5	Advanced
MS Excel	5	Advanced
MS Powerpoint	5	Advanced
Adobe PhotoShop	3	Intermediate
Macromedia Flash	1	Beginner

Languages Proficiency (0=Poor - 10=Excellent)

Language	Spoken	Written
English	10	10
Bahasa Malaysia	10	10
Chinese (Cantonese)	7	0
Chinese (Mandarin)	7	0

EDUCATION:

Completed PMR in Maktab Sultan Abu Bakar (English College) JB.

Completed SPM (Science Stream) in Maktab Sultan Abu Bakar (English College) JB.

Courses taken include: Advertising, International Marketing, Small Business and Entrepreneurship, Market & Social Research and Managing PR.

Career Objective:

To obtain a permanent position job in managing a business P&L which involves revenues, gross profits, F.O.B, inventory planning, marketing and merchandising.

Summary of Qualifications:

- 8 – 9 years of working experience in sales & marketing, managing company sales or category P&L ranging from 15M to RM197M per year.
- 4-5 strong years working in start-up. Knowing the requirement balance between sales & operations
- Decisive, efficient team approach, effective communication skills

Experience:

Vice President Products (Sales & Marketing), Ensogo Malaysia

Feb 15 –Dec 15

Products (Fashion, TKB, Electronics, Home & Living, Health & Beauty, FMCG)

- 1) Responsible for Products Revenue, Margin Profits, Operation Cost, Inventory Days, Suppliers Delivery Fulfilment, Supplier Business Model, Marketing Plan, SKUs exposure, Facebook SKU selections, Newsletter.
- 2) Planning of Revenue & Profits forecast according to the projected company sales targets, Sell through by category, and sub category and SKU level.
- 3) Establish strong supplier relations and secure favourable terms and conditions including cost, services and distributorship exclusivity.
- 4) Enhance existing product lines and develop new lines to fulfil market needs through close collaboration with productions team and understanding of customer needs.
- 5) Communicate with Marketing, Productions and Suppliers on the seasonal theme in order to translate into online visual merchandising.
- 6) Source for range of product for competitive pricing with the understanding of market situation.
- 7) Set the pricing strategy to capture the customer profile.
- 8) Created a forecast file to enable the team to schedule and understand individual category performances and requirement.

Achievement in Ensogo:

- **Sales growth of 200% within the first two month and maintain a GP of 20%**
- **SKUs growth from 2000 to 5000 to increase the potential purchase from the customers.**
- **Managing a team of 1 head of category, 5 category managers, 3 junior merchandising exec and 1 sales admin.**
- **Establish 150 new merchant into Ensogo platform.**
- **Reconnect and rebuild 200 merchant confidence to continue business with Ensogo after Ibuy group bought over Mydeal Sdn Bhd. (Merchant is not working with Ensogo due to old debts that is carry over by Livingsocial, Mydeal, Dealmates)**
- **Making Ensogo a much more competitive platform for both customers and merchant by integrating the Buying model (Purchase evergreen SKUs into inventory)**

- **Reduced the inventory holdings of old stocks before integration that worth RM 1M to RM200K.**

ECART Services Malaysia Sdn Bhd (Lazada)

Jul 13 –Dec 14

Category Manager (Camera)

- 1) Managing Category P&L
- 2) Sustaining market positioning
- 3) SKU's assortment development
- 4) SEM & SEO planning
- 5) Marketing activities planning
- 6) Negotiation (Terms & credit limit)
- 7) Hong Kong's business integration into market place
- 8) Market place development
- 9) Inventory freshness control

Achievements in Lazada:

- **Achieving FY13 Month to month growth for Camera sales and achieve margin by August 2013 (Challenged target is RM 8M by end of December 2013)**
- **Achieving FY13 Month to month challenge growth for Camera sales and achieve margin by December 2013. (Develop Camera's accessories of memory cards that is at 20% margin from RM100k per month to RM300k per month)**
- **Driving the category with the right focus products, category and prices suitable for the market. (Introducing sports camera, gadgets camera, selfie camera, OEM products for the growth)**
- **Maintaining market positioning & pricing -Channel management and development
Camera sales grow 300% & maintain margin by month of December 2013. (Despite the down trend in camera industry)**
- **Hong Kong's business integration into market place. (*Business from Hong Kong grew 30% of total Lazada Camera business within 3 months)**

- **Market place development (Grow marketplace business to 50% to maintain a higher gross profits business model)**
- **Inventory freshness control (Inventory are kept at a stocks level of 20% of the total business for MTM stocks rolling)**
- **Achieving FY14 Month to month growth for Mobile sales grow from RM6M per month to RM10M per month. (Sourcing from overseas market to have a competitive pricing and also seize the opportunity of the strong value of RM to buy more stocks before the hike of USD)**
- **By end of year 2014 achieving total sales of RM72M for Mobile and Tablets | RM25M for Camera business.**

LivingSocial

Jun 12 – Jul 13

Merchandising Manager (Digital & Gadget)

- 1) Sourcing for good profitable deals from suppliers, distributors and principles.
- 2) Develop deal concept that are acceptable by both supplier and customers.
- 3) Fulfilling deals per month to drive company revenue, profits and content.
- 4) Coaching marketing consultant executive to hit numbers.
- 5) Suppliers channel management. Working closely with distributors and principles to develop exclusive or unique deals for the company.
- 6) Implement internal staff tracking system for marketing consultant.
- 7) Work closely with marketing team on SEO & SEM
- 8) Provide the directions of the category to media planner on the trends and products launching schedule to have maximized exposure for the SKUs

*Reason of leaving – following my mentor from livingSocial to Lazada

Achievement in LivingSocial:

- **Grew category revenue to 230% within a year**
- **Category profits are constantly at 15-20%**
- **Grew the Digital & Gadget team from 2 person to 5 person within a year**

- **Established 80 merchants contacts to livingsocial within a year**
- **Increase SKUs input from 20 to 250 SKUs per month**
- **Having the highest top 3 deals for Gross Profits continuously for 6 months**

BMC (Bintang Maju Commercial Sdn Bhd)

Aug 10 – Jul 12

Marketing Manager & Purchaser (BMC Home):

- 1) Managing a new sub brand for the company (BMC Homes)
 - Managing 2 new outlets that exclusively selling Consumer electronics & home appliances
 - Train staff on new SOP
 - Retail outlet cleanliness, display and POSM
 - Manages the roadshow
 - Established corporates channel for sales generation
- 2) Managing E-Commerce business. (Established channel like Groupon, Lazada, Superbuy, Livingsocial)
- 3) Purchaser for Consumer Electronic Products. (Brands like Toshiba, Sharp, Samsung, LG, Panasonic, Sony, Khind)
- 4) Purchaser for Mobile products.
 - Using Bintang Maju Commercial Sdn Bhd to make a retail initiative a tie up with Samsung Malaysia & Maybank.
 - Initiated internal staff purchase for easy payment plan for 12-24 months to buy Mobile & Tablets products.
- 5) Purchaser for Olympus products.
 - Manages the P&L and the working file for the following particular brand

- Plan for the dealer incentive & marketing plan
- Monthly Brand offer to consumers, suppliers and retail outlet
- Marketing activities & exposure for the following brand in Bintang Maju commercial
- Negotiate for month to month purchase.
- Understand the products design of Olympus products to bring the full performances of the products in the company nature of business.

Sony (M) Sdn Bhd

Jun 08 – Jul 10

Consumer Sales Division:

1) Handling key account & expend:

- Manages MTM target (Allocate growth percentage forecast on accounts base on the size and capabilities of respective accounts)
- Account development to increase revenue. (New area development for account expansion, upgrade existing from normal dealer to Sony corner/ Sony centre)
- To understand the nature business of each account
- To enhance Sony retailing business by being sensitive to competitor movement in the market.
- To update key account (Pricing, Promotion, Product)
- Provide workflow solution for key accounts
- To share with key accounts best practice of performing accounts

2) Organizing events:

- Create brand awareness for respective category
- Generate sales (sell-in & sell-out)
- To generate CRM
- To create collaboration

3) Managing account sell-in & sell-out

- To provide solution for key account retailing problem
- Strengthen the account distribution channel
- Create new distribution channel
- Keeping track of performances records from week to week.

4) Training

- Provide product knowledge training to permanent staffs/ temporary promoters
- Provide soft skills training to permanent staffs/ temporary promoters

5) Market research

- Provide information regarding competitor's activities, pricing, promotions, and expansion.
- Differentiate pricing between Singapore's and Malaysia's.
- Maintaining a standard pricing
- segmentized the market

Sony Product Marketing - Product Manager for (Alpha Mount Camera)

1) Product pricing (FY09 & FY10)

- Setting Selling Retail Price (base on the top selling model in the market from GFK)
- Dealer Nett (Market competitiveness)
- Price Mapping (To understand the positioning of product pricing in the market and also the USD exchange rate to the products)

2) "SeiHan"

- To forecast shipment for sales.
- To provide in coming shipment information to Sales staff.
- To allocate enough goods for sales for campaign, roadshow & Activities.
- Having low inventory holdings and keeping stocks <30 days

3) Improve DSLR market

- To generate market share for Alpha business.
- To cultivate DSLR users in Malaysia. (Having Bloggers as opinion leaders)
- Weekly workshop for DSLR beginners & experts.
- Customer's engagement activities by organising outdoor photography and studio shooting.

4) Managing the Category costing.

- Pricing for dealers
- Pricing for SRP
- Company Gross Profits
- A&P budget spending & investment

5) Managing distribution channel

- Provide dealer scheme for channel's
- Retail display corner
- Evangelist program by training every outlet to have one specialized floor staff to handle customer inquiry
- Promotions bundling

6) Product Launches

- Provide direction for MARCOM. (For Brochure, Booklet, Postcard)
- Provide direction for RMD (For shop front display, for standardize POP's)
- -Provide direction for sales team (Communication with dealers & communication from dealer to end-users)
- Provide visual communication for online team.
- Provide allocation list / distribution list.
- Provide USP of a new product
- Provide price map of a new product
- Provide comparison for new product
- Provide Specification sheet for new product
- Media launches

7) Managing total DSLR (Alpha) business

- Dailies up to date news from internet or Tokyo.
- Secure OB & RB
- Maintaining GP
- Provide DSLR (Alpha) direction for the company

8) PR 123/ DI 123 Campaign

- Develop the first Alpha Pro-Shop in Malaysia
- Develop AMC category into Seng Q
- DI X-Day
- DI Forum
- Project BMSO
- Project Sony Camp

9) DSLR-A550 Campaign

- Maintaining a strong market share with great activities.
 - a) Organized monthly outings collaborating with dealers
 - b) Cultivate dealer to provide their very own workshop
 - c) Organized Sony World Photography Award
- Shop to shop training.
- Northern Cultivation trip (To develop key dealers to support the push of the products and monthly campaign)
- Bloggers cultivation activities
- Communities cultivation
- Internal cultivation
- SonyStyle Studio concept development

Consumer Sales: Division Johor Bahru

Project X (To increase Digital Imaging market share in JB)

- a) To revive DI category in JB
- b) Planned the whole year execution campaign for DI
- c) Revived key dealer for DI
- d) Improve dealer grip between Sony & dealer
- e) Improve display share in Shop front
- f) Sales Improved 100% above monthly comparing FY09 to FY10
- g) Cultivate the DI community in Johor to have more spread for WOM

Arch Collection (M) Sdn Bhd

Jul 07 – Jun 08

Corporate Sales Executive (Malaysia) :

- 1) Manages the sales inquiry for the products.
- 2) Source for potential client in the market (Develop a pool of 50 potential client in the company)
- 3) Established and overlook the development of new retail in Pavilion
- 4) Developed Arch Singapore from Nov 07 – Mar 08
- 5) Established contact with local distributor and outlet in Singapore (Established 1 Retail outlet in Singapore Esplanade)
- 6) Established contacts with Singapore Government to develop more sales point (Established contact over 100 government contacts in Singapore for product developments)

