



CHENG ZHI LAI

- **Date of birth:** 16/05/1990 • **Nationality:** Malaysian
- **Current location:** Ho Chi Minh, Vietnam • **Phone number:** +[REDACTED]
- **Email address:** [REDACTED]
- **LinkedIn:** [REDACTED]
- **Previous position:** General Manager of Software Company
- **Reason to leave:** Family relocate & Personal goal pursuit

Summary

A seasoned General Manager with a demonstrated track record in software development and sales across multinational environments. I bring over a decade of leadership, adept at building and steering high-performance teams. My expertise spans from rapidly scaling teams in the tech sector to spearheading significant sales growth in retail. At the heart of my leadership lies a commitment to teamwork, innovation, and sustainable business growth. Through strategic insights and hands-on experience, I consistently drive organizational success and process optimization.

Strengths

Leadership Operational Efficiency Rapid Scaling Mergers & Acquisitions

Technical Proficiency Sales and Business Growth Strategic Financial Analysis Problem solving

Cross-functional Collaboration Continuous Learning Digital Transformation Communication

Skills

- LANGUAGES

English
PROFESSIONAL

Mandarin Chinese
NATIVE

Malay
NATIVE

Cantonese
NATIVE

Career & Achievements

02/2022 – 05/2023
Singapore

General Manager **PCOM-SSB Pte Ltd - ERP IT Solutions** **Appointed as General Manager after merger and acquisition**

Responsibilities:

- Oversaw daily operations of the business unit or organization, including production, pricing, sales, and distribution of products.
- Created and implemented growth strategies.
- Set key performance goals.
- Hired key personnel and oversaw training programs.
- Evaluated and decided upon investments in equipment, infrastructure, and personnel.
- Reported key results to senior executives biweekly.
- Reviewed financial statements, sales, and other performance data to measure productivity.
- Identified areas needing cost reduction or process improvement.
- Directed sales, marketing, and customer service activities.
- Held full Profit & Loss responsibility.



Achievements:

- Recruited and led a high-performing team of 20+ software developers in Ho Chi Minh within 12 weeks.
- Enhanced productivity and efficiency through effective policies and workflow streamlining.
- Managed a team of 40+ professionals in Singapore and Vietnam.
- Achieved a gross profit of SGD 1.8m in 2022, a 29% YoY growth.
- Successfully reduced overall expenses by 30% and decreased specific operational costs by 15% through strategic financial analysis and workflow procedures.

07/2021 – 01/2022
Singapore

Assistant General Manager PCOM Pte Ltd - ERP IT Solutions

Promoted to Assistant General Manager and entrusted with actively assisting the company owner in comprehensive organizational restructuring.

Responsibilities:

- Oversaw daily operations of the business unit or organization, including production, pricing, sales, and distribution of products.
- Created and implemented growth strategies.
- Set key performance goals.
- Hired key personnel and oversaw training programs.
- Evaluated and decided upon investments in equipment, infrastructure, and personnel.
- Reported key results to senior executives biweekly.
- Reviewed financial statements, sales, and other performance data to measure productivity.
- Identified areas needing cost reduction or process improvement.
- Directed sales, marketing, and customer service activities.
- Held full Profit & Loss responsibility.

Achievements:

- Achieved outstanding performance and demonstrated strong leadership skills by effectively bridging the gap between the software department and sales department.
- Expanded team in Singapore from 2 to 20 within a 12-week timeframe, showcasing exceptional talent in team building and management.
- Successfully increased gross profits from 70k to 1.4m, showcasing strategic planning and execution abilities.
- Orchestrated a highly successful merger with SSB Technologies Pte Ltd. and confidentially facilitated an acquisition by another company.

02/2021 – 01/2022
Singapore

Software Developer Project Lead PCOM Pte Ltd - ERP IT Solutions

Served as Software Developer Project Lead invited by owner, contributing to the successful completion of critical projects aimed at optimizing the company's financial operations and mitigating potential legal issues from clients.

Responsibilities:

- Implemented and provided technical support for software and accounting software, specializing in custom solutions for business entities with unique needs.
- Managed and maintained Automotive related ERP software and Accounting software using .Net technology.
- Mentored and trained a team leader in effective project management techniques.

Achievements:

- Extra responsibility: Led sales team management and training initiatives, ensuring optimal cashflow maintenance and avoid to file bankrupt.



Project: Select Group Kitchen Mobile App and Delivery App (4 months)

- Resulting in a paperless kitchen in operation and monthly savings of up to 40k in operating costs.
- Additionally, the Delivery App resolved scheduling and collection issues, leading to a 30% increase in cashflow within 3 months.
- Scopes: Build a team of 5 developers in Vietnam within 1 month and rushing the development to meet the deadline.
- Oversaw project timelines, task assignments, source code and quality. Deal with the stakeholders.
- Technical Stack: Flutter for the mobile app, .Net as the backend and API, and Firebase.

Project: Teck Wei Hire Purchase App (2 months)

- Enabling their customers to inquire online and reducing operating costs by 20%.
- Scopes: Managed project timelines, task assignments, source code and quality. Deal with the stakeholders.
- Technical Stack: Flutter for the mobile app, .Net as the backend and API, and Firebase.

Project: Pan Pacific Rental Web Portal (9 months)

- Digitizing the rental process and reducing operating costs by 30%.
- This project was granted by the Singapore government.
- Scopes: Managed project timelines, task assignments, source code and quality. Deal with the stakeholders.
- Technical Stack: React JS for the frontend, .Net as the backend and API.

12/2014 – 03/2020

New York, United States

Co-Founder & Vice President of Sales

Twinkle Lighting & Furniture Inc - Lighting Wholesale & Retail

Assumed the responsibilities of Vice President of Sales and played a pivotal role as a Co-Founder, bring a self-funded investment to actively contribute to the company's reorganization.

Responsibilities:

- Manage sales team and maintain sales operations.
- Outline and manage sales budgets.
- Set quarterly and annual sales goals.
- Motivate the sales teams to achieve their goals.
- Monitor the market and competitor products and activities.
- Provide detailed sales forecasting
- Review customer activity, anticipate consumer needs and improve customer satisfaction.

Achievements:

- Spearheaded the digitalization initiative, transforming company operations and optimizing the process of delivering products from the warehouse to the client, resulting in annual savings of up to 30k.
- Built and effectively led a high-performing sales team of over 20 members, driving an exceptional 30% annual sales growth in the second year.
- Successfully achieved sales of USD 11.5 million in 2018, demonstrating exceptional sales acumen and ability to exceed targets.
- Increase sales by 5% with an e-commerce website.
- Developed over 200 customized products specifically tailored to meet the unique needs and preferences of the esteemed New York clientele, consistently delivering exceptional customer satisfaction.
- Successfully guided the divestment process of the company amidst the challenges posed by the Covid-19 pandemic, ensuring the best possible outcome for the business partner.



Career & Achievements

12/2018 – 08/2020
New York, United States

Main Projects:

- New York Police Department – LED Panel Light
- New York Hilton Midtown – Lighting & Mirror
- New York Chinese Supermarket Chang Fa – LED Panel Light

Ruby Path Student OpenClassrooms

Scopes:

- Completed 600 hours of web developer training and mentoring.
- Graduated with distinction.

Projects completed:

1. Integrate a WordPress theme for a client.
 2. Analyze a client's needs for their film festival.
 3. Map out a technical solution for the food delivery site ExpressFood.
 4. Build a Rock, Paper, Scissors game in Ruby.
 5. Write an online survey application in Ruby.
 6. Make an events platform.
 7. Dive into an open-source Ruby project.
 8. Deploy a Rails website on AWS.
- Skills: Ruby on Rails, HTML, CSS, Javascript, SQL, Postgres SQL, Wireframe design, WordPress, AWS, Heroku, Git, Github.

11/2010 – 06/2014
Singapore

Application Support PCOM Pte Ltd - ERP IT Solutions

Responsibilities:

- Conducted comprehensive training sessions and delivered application support to users.
- Oversaw troubleshooting and resolution of PC, server and network issues.
- Delivered exemplary training and product support to customers, resulting in a notable 10% decrease in customer support inquiries.
- Assisting with systems integrations.
- Managing ticketed query system and ensuring comprehensive database of queries and resolutions is kept up to date.
- Maintaining and updating technical documents and procedures.
- Identifying and resolving technical issues.
- Managing coordination at a local and international level where required.
- Delivering regular and customised training to teams within the business.
- Preparing maintenance plans and upgrading schedules for the organisation's systems.
- Developing reports for teams across the business.

08/2009 – 09/2010
Singapore

Building Technician The Scarlet - Luxury Boutique Hotel

Responsibilities:

- Performing quality checks on HVAC, air conditioning, plumbing and electrical systems.
- Checking and responding to security and safety issues.
- Testing and recommending new maintenance products.
- Coordinating deliveries from vendors and suppliers.
- Keeping documents of inspections and problems.
- Doing landscaping, pool maintenance and pest control.
- Keeping an inventory of cleaning and repair supplies.



Education

2023 – Expected Feb 2024

Master of Business Administration - General Management
Università degli Studi Guglielmo Marconi

2023 – 2023

Postgraduate Diploma in Organisational Leadership
Cambridge International Qualifications

2018 – 2020


Bachelor's-Level Diploma in Software Developer (EQF Level 6)
OpenClassrooms



Certificates

2023

Google Project Management Professional Certificate

 -
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2023

EF SET English Certificate 78/100 (C2 Proficient)
ET)



2023

Home-Based Child Care Specialization
y of New York

