

RESUME OF COZINE GOH

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About Myself:

I am a quick learner and have many years of experience in the pricing industry

Specialties

- Pricing models in the online media industry
- Pricing strategies
- Business Forecasts

Work Experience:

Period: August 2014 – Present

Company: PropertyHouse Pte Ltd

Industry: Online Advertising

Position Title: Senior Pricing Manager

Job responsibilities:

- Implementing a complete change in the pricing model from historical based pricing and cost based pricing approach to a model based on customer segmentation and value based pricing
- Engaging the sales team and educating them on new pricing methodology
- Implementing locally based pricing teams in UK, Germany and Italy
- Build collaboration between commercial analysts, pricing and sales teams
- Establishing guidelines on signing Partnership agreements with customers working closely with the legal team to ensure all liabilities are covered

Period: August 2006 – Jul 2014

Company: Minnie Mouse Entertainment

Industry: Property

Position Title: Pricing Lead to Pricing Manager

Job responsibilities:

- Implementing a complete change in the pricing model from historical based pricing and cost based pricing approach to a model based on customer segmentation and value based pricing
- Engaging the sales team and educating them on new pricing methodology
- Implementing locally based pricing teams in UK, Germany and Italy
- Build collaboration between commercial analysts, pricing and sales teams

- Establishing guidelines on signing Partnership agreements with customers working closely with the legal team to ensure all liabilities are covered

Education:

2000 – 2003 – Temasek Polytechnic

2004 – 2006 – National University Singapore