**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