

Andy Tan Hee Hong

A-9-3, Block A, Casa Indah 1 Condominium, Persiaran Surian, Damansara Indah Resorts Home,
Petaling Jaya, 47410 Selangor, Malaysia

PERSONAL SUMMARY

A capable, results orientated General Manager with experience of leading performance teams and of successfully increasing efficiency and productivity whilst reducing costs and inefficiencies. Ability to keep a level head at all times, nurtures and grow a business, evaluate opportunities and risks and also deliver innovative new solutions to challenges. Possessing excellent client facing and configuration skills and highly successful in helping define company direction, achieving goals and optimising business.

Currently looking for a suitable and challenging managerial position, one which will make best use of my existing skills and experience and also further my personal and professional development.

EMPLOYMENT EXPERIENCE

1) GIGASPEED TECHNOLOGY SDN BHD, SELANGOR

Solution provider of network infrastructure services includes network cabling services, structured wiring systems, network switches solutions, voice communication systems, extra low voltage services and related services for developing and enhancing information/voice communication networks critical to a customer's business. The company offers a full range of networking services including design, installation, implementation, support, project management, performance tuning and consultancy. The company also provides hands-on training in a broad range of disciplines, including structured cabling, network switches, voice communication installation, design, troubleshooting and ancillary topics.

GENERAL MANAGER

AUGUST 2011 – PRESENT

Providing leadership and management to the business and fully responsible for the day-to-day running of the business with a particular emphasis on sales and business development by increasing market share/profitability and reducing risk and loss. Making sure that the business continues to grow by way of developing new clients whilst maintaining its existing customer base.

Duties:

- Identifying, developing and directing the implementation of business strategy
- Cultivating the companies' reputation in the market & with customers & suppliers
- Resolving contractual and commercial issues and disputes.
- Lead efforts in ensuring that appropriate business systems, processes and controls are in place
- Developing positive direct relationships with key business contacts.
- Responsible for achieving all performance related targets.
- Assisting company accountants in the formulation of forecasts and budgets.
- Maintaining excellent relationships with clients and suppliers.
- Scheduling workload to meet priorities and targets.
- Training and leading a large team, providing discipline and performance feedback.
- Possessing personality, energy & charisma to inspire, lead and develop staff.

- Using automated computer systems to monitor stock control.
- Analyzing complex data and documentation.
- Involved in the recruitment and mentoring of new staff.
- Ensuring that best practice is followed in safety, legality and quality of service.
- Developing and supporting a cross functional culture of continuous improvement.
- Undertaking staff performance reviews.

2) TRISILCO RADIANCE COMMUNICATIONS SDN BHD, SELANGOR

One Stop Communication Provider provides a growing array of highly sophisticated role communication solutions ranging from conventional PBX systems to Sophisticated IP Telephony / Contact Centre / Unified Communications / Contact Recording / Interactive Voice Response / Computer Telephony Intergration. The company manages the Distribution, Installation and Maintenance of highly sophisticated voice system in Malaysia (with Branches evenly spread across Peninsular Malaysia and Sabah and Sarawak) and adhere to the strict principle of providing customers with the most efficient after sales services.

DIVISIONAL SALES AND MARKETING MANAGER

FEBRUARY 2009 – JULY 2011

Duties:

- Managed and direct all Sales and Marketing operations team of 11 personnel within the region.
- Overall responsible for managing the marketing mix of all products & systems in the business line and in particular to ensure their necessary, sufficient and timely availability as well as the construction of the right pricing, distribution and promotional policies.
- Build the brand within the region, developing strategies, systems for the launch of the company products
- Ensured the positioning, branding and communication of products to achieve the highest possible impact on targeted customers.
- Managing the development, implementation and achievement of sales target and forecasts.
- Monitoring & analyzing on a monthly and yearly basis the results achieved in terms of required business performance such as revenue & margins within agreed cost structure.
- Performed the necessary marketing research and SWOT analysis.
- Ensured the continued development and improvement of the methodology used to gather customer needs and feedback in order to provide the company with a clear view of required future products & services and assesses customer perception.
- Conducted extensive negotiations with partners, establishing synergistic, highly profitable relationships.
- Turn the overall marketing strategy into an actionable field focused plan and working closely with sales teams in order to meet customer and sales requirements to execute the marketing plan & measure results.

SALES MANAGER

JULY 2005 – JANUARY 2009

Duties:

- Developed new accounts from aggressive cold calling and canvassing.
 - Established over 10 new accounts and generated over RM 2.8 million of new sales in year 2008.
 - Increased annual nationwide sales order from RM 10.3 million (in year 2005) to RM 17.3 million (in year 2007). Expanded sales by 68%.
 - Penetrated sales across various industry such as hotels, healthcare, educations, banking, government agencies, transports, and multi-national companies,
 - Highlight: Secured sales to a healthcare organization for over RM 1 million.
 - Developed and nurtured excellent relationships with key accounts. This established trust and rapport, and allowed us to rebuild former relationships as well as establish a new, lucrative client base.
- In-charge of leading a team of sales executives to meet and managed to exceed company's annual target sales
- Coached, trained and mentored sales executives on management and selling techniques to deliver outstanding personal performance.
- Prepared sales proposals, continuously tracking and evaluating sales progress, and conduct weekly review.
- Conducted regular market analysis of all competitive products to develop marketing strategies and plans.
- Appointed and coached distribution channels network such as contractors, dealers and resellers to improve sales effectiveness, improve sales closing rate and closely work with them to create market awareness.
- Responsible and ensured timely collection of payments via monitoring and follow up.
- Conducted sales presentation and provide end-user education in understanding product's uniqueness.

3) SMITHS DETECTION INTERNATIONAL, KUALA LUMPUR, MALAYSIA

Asia Pacific Regional Office responsible for leading the global military and emergency response markets with specialised chemical, biological, radiological, nuclear and explosives (CBRNE) detection and protection systems.

REGIONAL SALES MANAGER (ASIA PACIFIC REGION)

MAY 2000 – MARCH 2005

Duties:

- Proposed and implemented marketing plans and sales strategies to achieve actual sales figure against budget forecasted by the company.
- Responsible for planning, organizing, managing marketing activities such as products seminar, yearly Asia Pacific Region Agent Sales meeting, road show & exhibition showcase.

- Supported all appointed agents within Asia Pacific region in sales activities including making sales presentation, conducting Smiths products demonstration and involved in tender proposals writing and response.
- Monitored and reviewed effective sales lead reports for tracking & evaluation purposes so to ensure all potential sales leads generated through various events are followed up effectively.
- Experienced in cultural sensitivities of the Asia Pacific region.
- Responsible for performing After Sales Service activities such as install, testing and commissioning of products sold, conduct basic and advance training to end-users, as well as higher level of technical training to qualified agent's technical representative and providing technical support within Asia-Pacific region.
- Managed customer relationships and ensure a high level of customer service with respect to sales, servicing, training and technical support availability.
- Possesses basic knowledge on Heimann HI-SCAN X-Ray Inspection System.

Achievements

- All financial sales target have been met and exceeded since my employment in year 2000 including the periods during the Asian financial crisis and the SARS epidemic.
- Increased annual regional sales revenues from USD 2.9 million (in year 2000) to USD 7 million (in year 2004). Expanded sales by 141%.
- 5 years of close business working relationship with all appointed agents within Asia Pacific region: Australia, China, Korea, Hong Kong, Singapore, Indonesia, Thailand, Malaysia, Taiwan, Philippines, Vietnam, Macau, India, Brunei, Sri Lanka, and Bangladesh.
- Significant experience in dealing with various enforcement agencies such as Federal Police, Customs, Aviation Security, Coast Guard, Prisons, etc.
- Implemented training course for new recruits in Smiths Detection International-China, India, Singapore and New Zealand office.

4) MAHKOTA TECHNOLOGIES SDN BHD, KUALA LUMPUR

Mahkota Technologies (formerly known as GEC Malaysia) is one of Malaysia's leading Engineering and Utilities Company which presents it track records across Asia for over half of century of experience specializing in the provision of integrated turnkey solutions in infrastructure development and engineering solutions, products and services to the various industries.

SERVICE SALES ENGINEER, LIFT AND ESCALATOR DIVISION

OCTOBER 1994 – MAY 2000

Duties:

- Implemented service sales plans and strategies to achieve actual service sales figure against budget forecasted by the company.
- Provided projection for service sales operations.
- Teamed with engineers to produce effective service, service sales and maintenance solutions, including development of a new distillation process with improved overall efficiency.
- Provided technical and service sales activities support in all branches within Malaysia.

- Managed and supervised over 300 service/ maintenance contract accounts. Provided contract negotiations with local contractors, vendors as well as overseas and coordinated efforts of contractors, vendors and outside services.
- Experienced in working with local authority such as Jabatan Keselamatan Dan Kesihatan Pekerjaan (JKKP) for safety inspection.
- Consistently seek solutions to increase customer satisfaction based on customers' feedback.

KEY SKILLS AND COMPETENCIES

- Excellent hands on management and communication skills.
- Able to communicate and present confidently, clearly and expressively.
- Accustomed to working with senior management.
- Able to think literally to create options and competitive suppliers.
- Skilled negotiator, with proven experience in a commercial environment.
- Tactful in penetrating and securing competitors' accounts
- Consistently achieved strong record of outperforming sales quota and developing new business
- Highly motivated, confident, organized, detail oriented, patient and disciplined.
- Goal-oriented

PERSONAL PROFILE

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| Name | Tan Hee Hong (Andy) |
| Date of Birth | 1 st November 1971 |
| Marital Status | Married |
| Nationality | Malaysian |
| Mobile | 012-2078616 |
| Email | andytan_2000@yahoo.com |

ACADEMIC QUALIFICATIONS

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| Bachelor of Science (Bsc) in Electronic and Electrical Engineering The Robert Gordon University, Faculty of Science and Technologies, United Kingdom. | 1993-1994 |
| Full Technological Certificate in the Electrical Engineering Technician's (External Study) City and Guilds of London Institute, United Kingdom | 1991-1992 |
| Diploma in Electrical & Electronic Engineering (First Class) Institute Technology Pertama, Kuala Lumpur | 1990- 1992 |

REFERENCES

Available upon request