

## **ROBIN ONG KHONG THENG**

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Off Jalan Tun Awang , MK13 ,  
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### **Personal Data**

Age : 41

Nationality : Malaysian

Sex : Male

Marital Status : Married

### **Skills Summary**

17 years of business development and business operation experience:

- ✚ In 7 years, organically grew a **single** retail bakery in Penang into a full fledged commercial food factory that services FMCG channels ( like **Jaya Jusco, Giant, Ben Independence, Jaya Grocers, Village Grocers** etc), health-food shops and various retailers in the Klang Valley, Melacca, Negeri Sembilan and Johore Bahru. Initiated and grew direct selling business model to factories in Free Trade Zone in Bayan Lepas.
- ✚ Developed and grew flour sales to dealers, bakeries, confectioneries, noodles and other food manufacturers.
- ✚ Years of hands-on experience in operation management which include procurement, material control, production management and packaging development for new product launch.

### **Career History**

June 2006 To Nov 2013

**General Manager** (promoted from Business Manager in 2011), Adventist Health Services (M) Sdn Bhd (subsidiary of Penang Adventist Hospital)

- ✚ Lead and strategized a new business model for the successive growth of Adventist Bakery at the national level. Successfully grew the business from a single retail shop in Penang Adventist Hospital (Penang) to penetration into multiple B2C channels like hypermarkets, supermarkets, organic shops and pharmacies in Klang Valley, Melacca, Negeri Sembilan and Johore Bahru. The business outside of Penang surpassed the milestone of **150%** of Penang's original sales in 2013.
- ✚ Accountable to the profit and loss of all market segments in Malaysia. Set **KPIs** for various functional departments in sales, marketing and production to facilitate sustainable growth.
- ✚ Oversaw annual planning of trade marketing activities especially in the Klang Valley. Hold sales team accountable in promotions specifically designed for both modern trade and general trade.

- ✚ Strategized budget and CAPEX for current requirement and future development.
- ✚ Added new revenue streams that contributed an additional 40% to our original sales by opening multiple new market channels in Penang: penetration into the Industrial Area and Organic networks from 2006 to 2009. 80 % of channels in Penang were given a credit term of less than 14 days.
- ✚ Oversaw the business development of the overall business for both Penang and Kuala Lumpur.
- ✚ Conceptualized and set up a new commercial bakery in Kuala Lumpur.
- ✚ Oversaw and lead the implementation of Halal, GMP. Incorporated the implementation of ISO 22000 into 5 year plan.
- ✚ Accountable to the daily operation of the bakery's supply chain.
- ✚ **Challenges:** Integration of different functional departments. For example, the KPIs of each department may be too myopic to fit into the bigger vision of the business entity.

June 2001 To May 2006

**Area Sales Executive (promoted), FFM Marketing Sdn Bhd**

- ✚ Oversaw flour sales in the Northern Region of Perlis, Kedah, Penang and Perak, valued at approximately RM 4 million in monthly sales turnover.
- ✚ Successfully developed the market of three top selling flour (currently market leader in respective segment) used in the chinese dough segment (300 % increment) ; to the Chinese pastry segment (30 % increment) and to the 'wanton noodle' segment (30 % increment).
- ✚ Executed sales strategies in maximizing off takes to existing channels (consisting of dealers and consumers) and penetrated into competitors market.
- ✚ Carried out constant evaluation into the market environment such as the latest market trend and competitors activities for devising strategies for market domination.
- ✚ Carried out studies on potential customers in the context of financial capability and payment records. Continuous exercise to minimized unnecessary credit risk exposures.

Dec 1998 To June 2001

**Technical Service Executive, FFM Marketing Sdn Bhd**

- ✚ Contributed to the development of new accounts by providing technical support to the sales team (20 % sales increment to the bakery segment).
- ✚ Monitored and reported competitors' activities which include rebates and promotions in the Northern Region which stretches from Perlis to Perak.

- ✚ Kept management up to date on market trends affecting those of commercial bakeries , hot bread outlets and noodles manufacturers.

June 1997 To Nov 1998

**Senior Production Executive (promoted), Silverbird Group Bhd**

- ✚ Managed the Operation Division of Purchasing Department, Production Department and Warehouse Department.
- ✚ Evaluated suppliers from time to time for efficient service and cost effectiveness. Implemented Just In Time (JIT) in inventory maintenance.
- ✚ Undertook sourcing and assisted the Marketing Department in new products development. Assisted in preparing new products launching and advertising activities.

May 1996 To June 1997

**Production Supervisor, Silverbird Group Bhd**

- ✚ Managed a group of foreign and local production staffs in meeting production deadline.
- ✚ Promoted in a year for efficiency in handling assigned duties and aggressively seeking more responsibilities.

**Education Background**

May 2005 To 2007

**Master in Business Administration, Universiti Utara Malaysia (UUM)**

July 1992 To May 1996

**Bachelor of Food Science And Technology, Universiti Pertanian Malaysia (UPM)**

**Language Spoken:**

English, Bahasa Malaysia, Hokkien, Mandarin, Cantonese

**Referees:**

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|---------------------|--------------------------|---------------|
| 1. Ms Lim Chooi Eng | Director (AHSM)          | +6012-4931726 |
| 2. Mr Ong Lay Ghee  | Area Sales Manager (FFM) | +6012-4846336 |