

## **RESUME**

### **PERSONAL DETAILS**

Name : Yee Peng Yew  
Date of Birth : 22<sup>nd</sup> April 1969  
NRIC : 690422-08-5747  
Sex : Male  
Race : Chinese  
Nationality : Malaysian  
Marital Status : Married  
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### **EDUCATION BACKGROUND**

1993~1997 Degree of Bachelor of Arts in Economics  
Meikai University, Chiba, Japan  
1992~1993 Teikyo University Japanese Language Course, Tokyo, Japan  
\*\*Certificate of Japanese Language Proficiency – Level 1\*\*  
1990~1992 Fuji Academy Japanese Language School  
1986~1987 High School, S. M. Anglo Chinese School  
1982~1985 Secondary School, S.M.J.K. Sam Tet School

### **EXTRA CURRICULUM ACTIVITIES**

1993~1997 Meikai University Foreign Student Softball Team Player  
Meikai University Foreign Student Club Secretary  
1986~1987 S. M. Anglo Chinese School Basketball Team Player  
1982~1985 S.M.J.K. Sam Tet School Basketball, Football, Badminton Player.  
Ipoh Under 15 Basketball Team Player

## **WORKING EXPERIENCE**

June 2005 ~ August 2011

Employer : EPE Packaging (M) Sdn Bhd  
(Total Packaging Solution Provider)

Designation : General Manager

Reporting : Board of Directors, GM of Holding Company & Group President

Responsibilities : Overall management of factory operations.  
Direct and coordinate activities of business or departments concerned with manufacturing, costing, sales or distribution of products.  
Review financial statements and other performance data for improvement.  
Included annual financial budget planning and monitoring.  
Conduct & monitor internal/external training for development of staff.  
To develop strategies and promotional activities to position the company reputation and increase market awareness.  
Responsible in operational planning, development and implementation of all operational ISO system matters and coordinating the Production, finance administration and logistic.  
To establish and maintain a close rapport with the clients, business partners & government department.

Achievement : Recorded highest sales revenue and profit in Y2010 for past 17 years.  
: Successfully implemented ISO 9001:2000 to ISO 9001:2008

April 2001 ~ May 2005

Employer : Yamauchi (M) Sdn. Bhd.  
(Rubber Component Manufacturer)

Designation : Sales Manager

Reporting : Factory Managing Director & International Sales GM.

Responsibilities : Oversee Sales and Business Development in S.E.A Country.  
Oversee sales activities in S.E.A Region & China.  
New Account Development for ASEAN market.  
Establish trust & rapport with client and sales agencies.  
Managing existing & new customer development.  
Customer visit schedule planning & daily department activities monitoring.

Achievement : Successfully develop businesses in Vietnam & China market.  
: Receiving "Business Development Award" in Y2003.

April 1998 ~ February 2001

Employer : Hsihou Enterprise (M) Sdn. Bhd.  
(Plastic Injection Molder)

Designation : Marketing Manager

Reporting : General Manager

Responsibilities : Develop New and Potential Customer, Product costing analysis & Customer service

Supervising a team included Marketing, Shipping, Store, Raw Material control. Follow up the production to achieve customer requirement. Sales & development with clients of new project or product development. Departmental system set-up and implementation.

\*\*January 1999 ~ June 1999, I have been assigned as Operation Manager to set up a new secondary process factory in Sungai Petani, Kedah.

I was responsible to provide the necessary administration, recruitment logistic, purchasing and production.

\*\*June 2000 ~ January 2001, I have been assigned to support the sales activities in Suzhou, China. I was responsible and oversee the sales activities, including price negotiation and dealing with Japanese client and others.

April 1997 ~ March 1998

Employer : SOA (M) Sdn. Bhd.  
(Ceramic house wares)  
Designation : Management Executive  
Reporting : General Manager  
Responsibilities : Production Planning and Monitoring  
Production schedule planning and monitoring  
Products quality monitoring  
System setup and implementation planning  
Sales and material control

February 1988 ~ January 1990

Employer : Wernes Precision Engineering Ltd.  
(Aluminum Casting)  
Designation : Machinist  
Reporting : Tool Room Manager  
Responsibilities : Tool and Die Making  
Repair and fabricate the parts for the Mould and Machine  
Making the jigs for production use & maintenance of tool & die.  
Operating of Lath, Turning and Surface Grinding Machine