

CURRICULUM VITAE



PERSONAL DETAILS

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Wilayah Persekutuan.
Hand-phone Number : 012 222 9367
E-mail Address : senkhuenchen@yahoo.com
Date of Birth : 27 November 1971
Marital Status : Divorced
Nationality : Malaysian
Health Condition : Excellent
Hobbies : Reading, cooking and movie appreciation
Languages : English, Malay, Mandarin, and other local dialects.

EDUCATION BACKGROUND

May 1993 to Dec 1994 UNIVERSITY OF MISSISSIPPI
Oxford, Mississippi, U.S.A.
Bachelor of Business Administration
Jan 1993 to April 1993 UNIVERSITY OF KENTUCKY
Lexington, Kentucky, U.S.A.
Aug 1991 to Dec 1992 INTI COLLEGE
Subang Jaya, Selangor.
American University Program (AUP)
March 1989 to Dec 1990 CLIFFORD SECONDARY SCHOOL
Kuala Kangsar, Perak.
Sijil Tinggi Pelajaran Malaysia (STPM)
Jan 1984 to Dec 1988 METHODIST SECONDARY SCHOOL
Sungai Siput (U), Perak.
Sijil Pelajaran Malaysia (SPM)
Sijil Rendah Pelajaran (SRP)

EMPLOYMENT HISTORY

October 2010 to October 2013

Trade Marketing Manager

CONTINENTAL TYRE MALAYSIA PJ SDN BHD

Petaling Jaya, Selangor

Specialization: Marketing/Business Development

Role: Brand & Channel Management for **CONTINENTAL, VIKING, DUNLOP & BARUM** tire.

Industry: Tire Industry

Work Descriptions:

1. In-charge of the TRADE MARKETING ACTIVITIES for Continental Tire Malaysia.
2. Planning and executing programs for all the marketing communication for Tires division.
3. Preparing reports to top management for performance reviews on programs executed. Planning monthly, quarterly and ad-hoc Trade Marketing Campaigns for Tires division.
4. Supervise and guide the subordinates in their daily activities, to ensure their complete the given tasks with objectives set.
5. Managing the given budget to execute all plans within the set objectives to meet the direction given.
6. Working closely with inter-departments and external parties on events that promote the brands to B2B and B2C.
7. Planning and supervising and ATL & BTL plans to ensure the objectives met and achieved the goal set. To manage any given projects, plans and programs with minimum supervision and work within the given budget.
8. Work as a TEAM with internal and external parties, to ensure all plans and programs being executed well and to minimize the losses and additional costs to be incurred.

Accomplishments:

1. Successfully executed a road show for (3) three months nationwide on "Continental Tire Technology 2010" which update the channel and fleets owners on the latest truck tires with better cost saving and better tire management. Increased in potential customer base and lead to higher sales.
2. Planned, monitored and executed Sell In Campaigns for Truck as well as Passenger tires on quarterly basis which resulted to the achievement of the monthly sales target set from 2010 to 2013.
3. Implemented channel development program which consists of proper product display (merchandising), set a SOP on outlet appearances and cleanliness.
4. Planned and executed a new product launch, Continental CSC5 at Sepang International Circuit with good media coverage and gained the confident from our dealers. Thus, assist in the Sell In of the product into the dealers.
5. Cooperated with JKJR, PLUS and NGO on annual Road Safety Campaigns on festive season (CNY & Hari Raya) from 2010 to 2013, with these campaigns, we have improved the road safety awareness that is important to road users.
6. Planned and executed truck tire's program "Continental Conti360 Fleets Service" in 2013 that assists in the improvement of tire management and cost saving program for fleets customers.
7. Implemented and supervised the new product launch, Viking Tires in Sept 2013 with more than RM2.0 mil worth of PR value and achieved 100,000 tires being booked by dealers during the launching event in Genting Highland in Sept 2013.
8. Part of the CRM Project team that formulated and executed the CRM software.

August 2007 to October 2010

Marcom Leader

SAMSUNG MALAYSIA ELECTRONICS (SME) SDN BHD
Kuala Lumpur

Specialization: Marketing/Business Development

Role: Brand Management – *SAMSUNG Hand phone*

Industry: Telecommunication – Hand phone

Work Descriptions:

1. In-charge of the MARCOM for Mobile Phone division.
2. Planning and executing programs for all the marketing communication for Mobile Phone division.
3. Preparing reports to top management for performance reviews on programs executed.
4. Attending daily, weekly and monthly meetings with various parties on plans and programs to be executed.
5. Supervise and guide the subordinates in their daily activities, to ensure their complete the given tasks with objectives set.
6. Managing the given budget to execute all plans within the set objectives to meet the direction given.
7. Working closely with external parties to promote brand awareness and consumer preferences.
8. Exploring new methods to increase the Unaided Awareness and remain the Top-of-Mind of consumer for our product.

Accomplishments:

1. Planned and executed the product launch of the first Samsung Smartphone, OMINA 1 & 2, which won numerous awards in Malaysia and achieved the top smartphone ranking in 2008 & 2009.
2. Implemented a proper merchandising and promoters training modules which created the starting trend in the mobile phone industry in Malaysia, which was being copied by other competitors.
3. Created and implemented Sell In Programs (for dealers) and Sell Out Campaigns (for consumers) which resulted to better turnover in 2009 & 2010, thus, improved the overall ranking of brand from No. 3 to No. 2 after Nokia in 2010.
4. Planned, monitored and executed a few consumer awareness and product trail campaigns (Music range, Youth phones and touch screen phones) from 2008 to 2010, which have played an important role in the brand building as well as sell through process.
5. Successfully launched a few phones, especially Samsung Galaxy S (Touch screen android phone) in 2010. This phone was the pre-successor of Galaxy 2,3 & 4.

Recognition from Samsung Malaysia Electronics (SME) Sdn Bhd:

1. Best Teamwork Employee of Marketing Team for 3rd Quarter 2008
2. Most Favourable Employee of Marketing Team for Year 2007
3. Best Individual Performer for Marketing Team for September 2007

February 2006 to July 2007

Marketing Manager

Fimaco Sdn. Bhd.

Kepong, Kuala Lumpur.

Relevant Experience

Marketing, Advertising & Promotional Activities

1. Managing & marketing the two homegrown brands; **FABER & MEC** for the company.
2. Overseeing the Marketing Department with three (3) subordinates.
3. Planning, coordinating & executing marketing & promotional plan on monthly basis.
4. Recommending short and long term plans, strategies, tactics and programs with various parties, i.e. dealers, media house as well as customers.
5. Develop new product range under the company's brand of **FABER & MEC**.
6. Develop marketing plans and POS materials to create awareness and to position **FABER & MEC** brand in the targeted market segment on timely basis.
7. Work with Sales Teams to achieve the sales target set and provides training & assistance to the Sales staffs on regular basis, in order, to update them with the latest market information as well as the marketing tools or methods to be used.
8. Successfully planned, coordinated & executed cooking demonstrations as well as the trade shows in Klang Valley as well as nationwide.
9. Revamp & periodically updating the company's website (www.fimaco.com.my) as the promotional tool for the current promotional offers and activities.

Research & Analyzing Activities

1. Conduct research on competitors' products as well as their activities, in order to counter the market competition.
2. Maintains a good relationship with some of the Key Accounts, in order to understand their need and perception.
3. Regular field trips to collect real-time data and feedback from customers as well as public on our products and brand awareness.

Communication Activities

1. Maintains a good relationship with media houses as well as advertising agency on the latest medium used for effective advertisement and brand awareness.
2. Coordinating with local and overseas suppliers on product development as well as purchasing and product quality analysis on daily basis.
3. Coordinating and joint promotion with key dealers on promotional matters to achieve the objectives set on the promotional activities launched.
4. Proposed, planned and executed joint venture with other related industries in joint promotion activities that were benefits both parties.
5. Coordinating with respective governmental bodies and agencies for permits and licenses.

Others Management Activities

1. Conduct in-house workshops on motivation, selling skills and tips on corporate world.
2. In-charge of all exhibitions, road shows as well as events of the company.
3. Submitting monthly marketing activity reports as well as post-mortem analysis on all promotional activities conducted.
4. Submitting new business proposals to top management for new business opportunities.
5. Attending meetings with top management on monthly basis to review and recommend plans made.

April 2004 to January 2006

Business Development Manager

Galaxy Automation Sdn. Bhd.

Petaling Jaya, Selangor.

Relevant Experience

Marketing, Advertising & Promotional Activities

1. Planning, coordinating & executing marketing & promotional plan on monthly basis.
2. Recommending short and long-term plans, strategies, tactics and programs with various parties, i.e. media house as well as customers.
3. Develop marketing plans and POS materials to create awareness and to position our brand in the targeted market segment on timely basis.
4. Develop, proposing and presenting franchise proposal for quick-print retail centre to interested parties.
5. Successfully planned, coordinated & executed a new product launch event as well as the grand opening of the new office building in Section 19, P.J., Selangor.

Research & Analyzing Activities

1. Conduct research on competitors' products as well as their activities, in order to counter the market competition.
2. Maintains a good relationship with some of the Key Accounts, in order to understand their need and perception.
3. Regular field trips to collect real-time data and feedback from customers as well as public on our products and brand awareness.

Communication Activities

1. Maintains a good relationship with media houses as well as advertising agency on the latest medium used for effective advertisement and brand awareness.
2. Coordinating with key customers as well as branches nationwide on promotional matters to achieve the objectives set on the promotional activities launched.
3. Published in-house bulletins as well as a trade magazine on the latest technology and products in our industry.
4. Coordinating with respective governmental bodies and agencies for permits and licenses.

Others Management Activities

1. Conduct in-house seminars & workshops on motivation, selling skills and tips on corporate world.
2. In-charge of all exhibitions, road shows as well as events related to our group of companies.
3. Conduct basis computer and English class for administrative and technician staffs.
4. Submitting monthly marketing activity reports as well as post-mortem analysis on all promotional activities conducted.
5. Attending meetings with top management on monthly basis to review and recommend plans made.

May 2000 to March 2004

Product Manager

Unikota Holdings Sdn. Bhd.

Kepong, Kuala Lumpur.

~ Responsibilities include Products Management – Brand Building & Positioning, Advertising & Promotion - Planning and Execution, New Product Development, and conducting Marketing Research and Market Penetration Strategies.

Relevant Experience

Advertising & Promotional Activities

1. Coordinating with advertising agencies, production houses, and media houses on all A&P activities, ranging from below the line and above the line A&P programs.
2. Visualizing and conceptualizing an A&P project until execution and post-mortem analysis on the project.
3. Conducting joint-promotional events with most of all the High Traffic Outlets (HTOs) in their monthly promotional events.
4. Conducting road shows & trade shows/exhibitions to promote and create awareness on the products, by giving away sampling and product knowledge to the consumer.
5. Conceptualized and developed premium items to boost the sales and increase the current market share as well as consumer's awareness.
6. Coordinated and monitoring TVC being aired and conducted a post-mortem analysis on the effectiveness of using this medium.
7. Updating and maintaining the website as the tool to promote the company's mission and objectives.
8. Working within the A&P budget given to ensure the company maintains a sales growth with better profit margin.
9. Proposing new A&P ideas to create higher consumer awareness on the existing and new products.

Products & Market Development Activities

1. Developing new products for product ranges expansion from market research to finished product launching with support of POS materials.
2. Developing product website and e-commerce for wider consumer reach and networking.
3. Developing market penetration strategies for newly launched products, to ensure the acceptance of the products and create healthy competition among the market players.
4. Conducted a research study and compiled information regarding the Malaysia's manufacturing industry in general and mostly on FMCG industry.
5. Conducted a strategic plan for better market shares of the FMCG industry, especially on personal hygienic disposable products.

PAST WORKING EXPERIENCES

Nov 1996 to April 2000

Credit & Marketing Executive

Sime Credit Sdn Bhd

Kuala Lumpur, Wilayah Persekutuan.

~ Responsibilities include Credit & Industrial Loans, Debts Recovery and New Markets & Customers Development.

March 1995 to Oct 1996

Marketing Executive

A'Famosa Resort Sdn Bhd

Kuala Lumpur, Wilayah Persekutuan.

~ Responsibilities include Promotion/Corporate Events Planning, Execution of Corporate Advertising Plans, and Implementing Company Marketing Strategies.

JOB OBJECTIVE

Interested in product/service development with emphasis of brands building, which may lead to the improvement of the current market share. Most important is the interest to develop better quality and value for money consumer products/service.

LIST OF SKILLS

Skill	Years of Experience	Proficiency
Networking & Contacts	>18	Advanced
Customer Services	>18	Advanced
Event Planning & Management	>15	Advanced
Advertising & Promotional Activities	>15	Advanced
Product Management	>12	Advanced
Promotion & Trade Marketing	>18	Advanced
Designed & Layout POS Materials	>15	Advanced
MS Office	>20	Advanced
Market Research	>08	Intermediate
Conduct Seminars & Workshops	>08	Intermediate

Proficiency (0=Poor - 10=Excellent)

<u>Language</u>	<u>Spoken</u>	<u>Written</u>
Bahasa Malaysia	8	8
English	8	8
Chinese - Mandarin	7	5
Dialects (Hakka)	9	5

PERSONAL CHARACTERISTIC

PERSONAL QUALITIES

My colleagues describe me as an efficient, highly motivated person, preferring a group interaction. Besides, I am being described as a helpful and warm person with good time management. I am able to complete a given task within the specific period.

PREFERRED WORK STYLE:

I prefer to work in a fairly organized and healthy environment, where performance is measurable, and opportunity for advancement. I would like to think that I am a problem solver, work well under pressure, on completing a given task.

MANAGERIAL QUALITIES:

In Continental, I oversee the Trade Marketing for Malaysia Tire Division with four executives under my supervision. Besides the department operation, I am responsible to ensure that all ATL & BTL activities are implemented accordingly, to meet our department's objectives. I am also reporting directly to the Sales & Marketing Director on daily basis.

In Samsung, I was overseeing the Marketing Departments operation with five personal under my supervision. Besides the department operation, I am also in involved in the daily marketing activities and overseeing the events planned and executed by Samsung overall. I am also reporting directly to the General Manager on daily basis.

AVAILABILITY: **Available Immediate**

CURRENT SALARY: RM 8,578 per month (Basic salary)

EXPECTED SALARY: RM 10,500 per month (Basic salary) – Negotiable.