

Curriculum Vitae



Contact Information

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Personal Information

Age:	35	Date of Birth:	11 April 1978
Nationality:	Malaysian	Sex:	Male
NRIC No.:	780411-07-5737		

Education Background

1. Master of Business Administration (General)
University: University Utara Malaysia
Major: Management
Graduation Date: Sept 2009
Distinctions in Ethics, Law, & Corporate Social Responsibility, Entrepreneurship Development, Marketing Management, Information Technology For Managers, Corporate Finance, Operation & Technology Management, Communication For Managers, Managerial Economics, Leadership in Organization, Research Methodology, Management Information System, Management Accounting and Decision Analysis.
2. LL. B (Hons)
University: University of London
Major: Law
Graduation Date: June 2002
3. Advance Level
University: University of London
Major: Law & Accounting
Graduation Date: April 1998

Other Professional Qualifications

1. Professional Qualification – Certified Financial Planner
Institution: Financial Planning Association of Malaysia
Major: Financial Planning
Completion Date: June 2010
2. Professional Qualification – International Corporate Services Practitioner
Institution: Estate Planning Practitioners Ltd
Major: Offshore Wealth Management
Completion Date: Sept 2009
3. Professional Qualification – Associate Estate Planning Practitioner
Institution: Estate Planning Practitioners Ltd & Society of Will Writers and Estate Planning Practitioners
Major: Estate Planning
Completion Date: Feb 2009
4. Professional Qualification – Registered Financial Consultant
Institution: International Association of Registered Financial Consultant
Major: Financial Planning
Completion Date: May 2005

5. Certified RFP Trainer (Module 5) by Malaysia Financial Planning Council
6. Certified Trainer under Malaysia Human Resources Development Fund (an agency under Ministry of Human Resources Malaysia)

Employment History

1. Company Name: Amway (Malaysia) Sdn Bhd
 Position Title: Head of Training (Malaysia, Brunei & Singapore)
 Specialization: Management, Strategic Planning & Training
 Industry: FMCG – Direct Selling
 Date Joined: April 2010
 Date Left: Present
 Key Responsibilities: Reporting to Chief Marketing Officer, SEA
 Under my portfolio, I am responsible for training in Malaysia, Singapore and Brunei. I also provide training support to other South East Asia affiliates for strategic planning, new product launches, new campaigns, special training projects, designing training solutions and training competencies training. Under my leadership, there are 10 key staff (including 3 training managers and 4 senior trainers) directly reporting to me.
 - Strategic role:
 - Set training strategies for Malaysia, Singapore and Brunei in line with company business strategies in relation to distributors talent development and distributors experience
 - Responsible for distributors' business competencies, brand and product training (more than 350,000 distributors)
 - Prepare and manage annual training budget
 - Training management:
 - Manage a team of in-house expert trainers and external contract trainers
 - Managing company master training schedule
 - Develop training curriculum for Malaysia, Singapore and Brunei
 - Develop new and review existing training programmes
 - Conduct train-the-trainer, soft skills and motivation trainings
 - Training support:
 - Support Marketing Division in formulating and implementing marketing strategies
 - Support Sales Division in formulating and implementing sales strategies
 - Support Human Resource Department in staff development programmes
 - Global Projects:
 - A member of Amway Global Training Core Competency Team with the task to get training function in different parts of the world be aligned with global direction
 - A member of Amway Global Training Beauty Curriculum Team with the task to develop an effective Beauty Training Curriculum for affiliates around the world
 - Work closely with Amway Global Training in developing Amway Training Maturity Model
 - South East Asia role:
 - Establish South East Asia regional training structure, function and implementation
 - Develop Strategic Operating Model for South East Asia training

- Project leader for Global Learning Management System (LMS) implementation in South East Asia
- Create and maintain harmonization in training throughout South East Asia
- Support other affiliates in South East Asia in new product launches

Achievements

- Started the company first business skills and competencies training for distributors in SEA called Amway Entrepreneurship Series
- Introduced first in-house leadership programme to develop competency gaps of leaders and thus lead to sales breakthrough
- Started the company first internal staff product training programme aimed to prepare staff to be brand ambassadors
- Designed and developed Amway Experience Programme to revise corporate culture and energize the workforce
- Implement Global Learning Management System in SEA
- Developed Amway Malaysia first long range business plan to implement a performance based learning system
- Committee member of the first Amway Sport & Recreation Committee

2. Company Name: Amway (Malaysia) Sdn Bhd
 Position Title: Acting Head of Marketing (Malaysia, Brunei & Singapore)
 Specialization: Management, Strategic Planning & Marketing
 Industry: FMCG – Direct Selling
 Acting Period: Mar 2013 – Present
 Key Responsibilities: Reporting to Chief Marketing Officer, SEA, with dotted line to Country Managers of Malaysia and Singapore
 Under my portfolio, I am responsible for marketing in Malaysia, Singapore and Brunei. In Malaysia and Brunei, I lead a team of 20 staff, among them there are 3 brand managers under portfolio management and 1 asst. manager handling marketing services, including sourcing, promotion planning, events and brand experience centre. Whereas, in Singapore, I lead a team of 13 staff covering similar functions as above.
 - Strategic role:
 - Shoulder 90% of company sales target
 - Develop marketing long range business plan for Malaysia, Singapore and Brunei
 - Develop marketing annual operating plan for Malaysia, Singapore and Brunei
 - Harmonize marketing plans and operation in Malaysia, Singapore and Brunei
 - Prepare and manage marketing budget
 - A member of enterprise risk management team
 - Marketing role:
 - Manage a combined portfolio of more than US\$250 million in various business lines including beauty, health and wellness, personal care, home care and durable
 - To lead brand building activities for brands under Amway, such as Nutrilite, Artistry, Amway Home, eSpring, Atmosphere, etc including advertising, public relations effort, visual merchandising at Amway Shops and events
 - Launch new products from time to time
 - Manage product pricing
 - Plan and run marketing promotions to drive sales from time to time

- Plan and run marketing programmes/campaign to drive sales from time to time
- To analyse all marketing events, programmes/campaign and promotions
- Implement CRM to drive sales and targeted communication
- Organize marketing events, such as product expo, gen-Y events, to excite distributors
- Introduce business support materials, such as videos, tool kits, brochures, etc to support distributors
- To research, analyze and evaluate the competitive market environment
- Monitor threats and opportunities and amend actions where necessary, to ensure brand/Sales development
- Work closely with inventory and supply chain to manage stock level
- Introduce, review and improve marketing processes, policies and procedures through LEAN initiatives
- Manage and develop internal marketing talents
- Oversee day to day operation in Marketing Division

Achievements

- Malaysia sales projected to close above target in 2013
- Managed to get Singapore back on track and projected to close above target in 2013
- Managed to harmonize Malaysia and Singapore long range business plan and annual operation plan
- Restructure marketing team in order to better support business objectives

3. Company Name: Rockwills Corporation Sdn Bhd
 Position Title: Director of Sales, Marketing & Training
 Specialization: Management, Strategic Planning, Marketing, Business Development, Training & Legal
 Industry: Financial Planning/Wealth Management – Estate Planning
 Date Joined: Oct 2003
 Date Left: Apr 2010
 Reason of Leaving: Looking for better opportunity
 Key Responsibilities: Reporting to Chief Executive Officer
 Headed Marketing Department, including four regional offices in Penang, Johor Bahru, Kota Kinabalu and Kuching, Training & Development Department and Corporate Sales Division

General Management

- There were 8 key staff directly reporting to me and a total of 25 staff under my leadership
- Involved in human resource development, including training and coaching of staff
- Involved in strategic planning and setting business strategies/plans at group and subsidiaries level
- Involved in preparing annual budget
- Provided management and expertise support to other member companies in the group, including in areas of marketing and training, giving support as guest speaker and trainer in Malaysia, Hong Kong and Singapore

Sales & Franchising

- Set company sales targets
- Managed distribution channels, including corporate tie-ups such as banks, insurance companies, unit trust companies, investment banks and franchisees

- Sourced for new corporate tie-ups and maintained relationship with existing corporate tie-ups
- Managed a portfolio of more than 3,000 franchisees located nationwide to market both will, trust and others services offered directly and indirectly by Rockwills group
- Recruitment of new franchisees and renewal of existing franchisees
- Developed new sales tools
- Drove franchisees for sales through effective sales strategies
- Conducted sales analysis and evaluations at national level, state level and group level

Marketing

- Developed and implemented marketing strategies to achieve sales targets
- Developed new product/service, such as Rockwills 818 and Rockwills 999
- Planned and ran marketing incentives, subsidies, awards and recognitions for franchisees
- Planned and ran promotional campaigns for customers
- Organized annual convention, sales convention, conference, marketing activities, roadshows & exhibitions, recruitment seminars nationwide
- Worked closely with franchisees to develop and implement marketing plans for their respective business development, including organizing public talks and recruitment seminars
- Responsible for brand building, public relations and advertising
- Drove public relation activities, including press conferences, press/media interviews, contribute articles in magazines and newspapers regularly
- Planned for annual advertising budget and media plan
- Came out with new advertisement ideas and layout

Training

- Managed company master training schedule
- Developed new training programmes and reviewed existing training programmes
- Conducted advance level training in legal and technical aspects, sales, soft skills and motivation
- Master trainer for Associate Estate Planning Practitioner professional certification programme in Malaysia
- Conducted public seminars on estate planning and financial planning

Others

- Reviewed group human resource policy
- Assisted in preparing and setting other subsidiaries' sales targets and annual budget
- Supported group marketing and training matters

Achievements

- Expanded a 2 staff training department to be a full strength training department of 7 staff
- Set up the corporate sales division to handle corporate tie-ups' clients
- Drove the company to exceed its sales target for the first time in 15 years
- Developed new recruitment strategy which doubled the company franchise recruitment
- Closed new corporate tie-ups including investment banks, insurance companies and unit trust companies
- Developed new products, i.e. Rockwills 818 and Rockwills 999 which delivered huge profits to the company
- Successfully developed and customized the Associate Estate Planning Practitioner to suit Malaysia financial planning environment

- Developed many practical and effective training programmes, including Insurance Trust Seminar, Islamic Estate Planner training, Will & Insurance Sales Workshop, etc
- Was the first person to widely educated financial planners, insurance agents and wealth planners on insurance trust
- Conducted more than 1,000 public and corporate seminars, talks, workshops, conferences and training in Malaysia, Hong Kong and Singapore
- Trained more than 10,000 professional estate planners, insurance agents, unit trust agents, wealth planners, financial planners, bankers, accountants, legal professionals, company secretaries and tax agents
- Introduced Associate Estate Planning Practitioner certification programme in Malaysia successfully

4. Company Name: Macro System Consultancy Sdn Bhd (ATC College)
 Position Title: Law Lecturer
 Specialization: English Legal System, Jurisprudence & Legal Theory, Family Law
 Industry: Education
 Date Joined: July 2002
 Date Left: Sept 2003
 Reason of Leaving: Working environment not conducive
 Key Responsibilities: Lecturing University of London LLB Programme and University of Cambridge A-Level programme
- Areas of specialization were Family Law, English Legal System and Jurisprudence & Legal Theory
 - Prepare lecture notes, exam paper, assignment questions
 - Conduct lectures, tutorials and intensive revision classes
 - Mark exam papers and assignments
 - Provide counselling to students
 - Handle students and parents' enquiries
 - Conduct previews and presentations, road shows, visiting schools, meeting counsellors
 - The founder and advisor of Kemayan Student Fellowship

Language Proficiency

Language	Spoken	Written
English	10	10
Chinese	10	10
Malay	7	7

Other dialects: Hokkien, Cantonese

Areas of Expertise

General Management	Strategic Planning	Talent Development
Legal	Marketing	Training
Sales & Promotions	Product Development	Business Development
Public Relation & Communication	Communication Skills	Franchising
Direct Selling	Public Presentation	Personal Coaching
Financial Planning	Estate Planning	Offshore Wealth Management

Other Information

Willing to Travel: Yes

Willing to Relocate:	Yes
Possess Own Transport:	Yes
Notice Period:	3 months
Reference:	Will be provided upon request