# CRAIG SNG ENG HONG

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## WORK EXPERIENCE

**MAY 2010 – PRESENT PARKER HANNIFIN CORPORATION**

**Jul 2015 – Present Regional General Manager**

**PARKER HANNIFIN CORPORATION**

**FILTRATION GROUP ASIA PACIFIC**

Shanghai, China

Full P&L responsibility for Filtration business unit in Asia Pacific

**Industry (various including)**:

* Commercial vehicles (heavy and light duty trucks)
* Construction machinery
* Oil & Gas
* Industrial Machinery and machine tools
* Food & Beverage
* Power Generation

**Area of Responsibility**: Asia Pacific

**Reporting to**: President – Parker Filtration Group based in USA

**Key Objectives**:

* To achieve profitable revenue growth
* To consolidate and lean operations
* Key talent retention
* Successful integration of acquisition of Clarcor (for Asia)

**Major Achievement:**

* 6% organic sales and >10% operating profit growth
* Manage team of over 900 people
* Increased operating profit by 600 bps
* Consolidate operations.
* Currently leading integration projects in Asia Pacific.

**Aug 2012 – Present Sales Director**

**PARKER HANNIFIN MOTION & CONTROL (SHANGHAI)**

**CO LTD**

Shanghai, China

**Business Units**:

* Filtration Group: Industrial Markets including Engine, Automotive, Pharmaceutical, Microelectronics, Power Generation, Oil & Gas, Marine, etc.
* Instrumentation Group: Oil & Gas, Microelectronics and Power Generation.
* Refrigeration and Air Conditioning.
* Seal Group: Automotive, Life Sciences, Fluid Power, General Industries
* Automotive-In-Plant (AIP)
* Power Generation

**Area of Responsibility**: China.

**Reporting to**: Country Managing Director – China

**Key Objectives**:

* To achieve profitable growth of about 15-20% CAGR over the next 5 years
* To develop, build and retain a core team of local key talent and potential leaders for the various business units
* To promote product localization to improve competitiveness and to meet customer value expectations.

**Job Scope**:

* Manage sales of $138M.
* Development of business strategy
* Talent attraction, retention and succession
* Managing team of 86 in China with 13 direct reports.
* 40% distribution sales/60% direct sales.

**May 2010 – Jul 2012 General Sales Manager - Filtration**

**PARKER HANNIFIN MOTION & CONTROL (SHANGHAI)**

**CO LTD**

Shanghai, China

**Business Unit**: Filtration in various Industrial Markets.

**Area of Responsibility**: China.

**Reporting to**: Sales Director – Control

**Key Objectives**:

* Business growth.
* Talent retention
* Promote Parker as leading Filtration brand in China
* Promote localization and customization.

**Job Scope**:

* Manage sales of $53M
* New business and application development strategy
* Succession planning.
* Manage team of 35 sales and technical people
* 50% distribution sales/50% direct sales.

**Major Achievement:**

* July 2011 – June 2012 sales achievement of 19% growth over previous year during China’s economically difficult period
* July 2010 - June 2011 sales achievement of 40% growth over previous year
* Market diversification into new applications
* Developed Parker Domnick Hunter into a major brand for Pharmaceutical filtration in China

**OCT 2004 – MAR 2010 CLARCOR CORPORATION (PECO FACET)**

**S**e**p 2008 – Mar 2010 Managing Director**

**PECO FACET FILTRATION EQUIPMENT (BEIJING)**

**CO, LTD**.

Beijing, China

**Oct 2004 – Sep 2008 Managing Director**

**PECO FACET (ASIA PACIFIC) SDN BHD**

**(FORMERLY KNOWN AS PERRY FILTRATION SDN BHD)**

Malaysia

**Industry**: Filtration in Oil & Gas, Refining and Petrochemical, Power Generation, Aviation, Marine and Industrial Markets.

**Area of Responsibility**: China.

**Reporting to**: Executive Vice-President – Perry Equipment Corporation (PECOFacet).

**Key Objectives**:

* To establish Wholly Foreign Owned Enterprise (WFOE) in Beijing, China
* To develop, build and retain a core team of local talent
* To promote PECOFacet as leading brand in the Oil & Gas Industry in Asia

**Job Scope**:

* Oversees management of Asian business for PECO with annual revenue of US$20 mil in FY2008
* Establishment of WFOE
* Development of long term relationships with China’s Oil Majors
* Expansion of distribution and fabrication partnership network
* Appointment as Director of PECO FACET (Asia Pacific) S.B.
* Manage team of 19 in Malaysia and 4 in China
* Develop business strategy for growth in refinery and petrochemical markets

**Major Achievements**:

* WFOE fully established and operational in July 2009
* Established exclusive distributorship for Sentry Closures in China to complement our product range offering
* Won Sinopec Sichuan to East Pipeline $2M
* Exceeded 3 year business growth plan. Sales revenue grew from $3.8mil in FY05 to FY $20mil.
* Maintaining around 15% annual operating profit since FY07 from a loss position in FY05.
* PECO Beijing Representative Office was created with appointment as Chief Representative and its profitability achieved within two years of setup.
* Successfully retained key personnel during acquisition/post-acquisition by CLARCOR
* Successful closure of US$4.6 mil direct order from Sinopec, PECO FACET’s largest order to date in China
* Successful closure of US$6 mil order from Samsung, Asia’s largest order in history

**OCT 1996 – OCT 2004 PALL CORPORATION**

**Oct 2002 – Oct 2004 General Manager**

**PALL FILTRATION PTE LTD, Singapore**

**Industry**: Process filtration in F&B, Chemicals, Electronics, Aerospace, Industrial, Power Gen, Biotech and Pharmaceuticals.

**Area of Responsibility**: Singapore, Thailand, Philippines, Indonesia, Vietnam and Pakistan.

**Reporting to**: President, South East Asia

**Key Objectives**:

* To develop plans for sales and profit growth for the areas of responsibilities
* To develop customer retention plans and keeping existing business growth, post-acquisition of FSG/SeitzSchenk
* To develop focused business lines such as pharmaceuticals and hydrocarbon and reduced dependence on electronics (50% of biz)

**Job Scope**:

* Oversee total annual sales of US$19 mil.
* Management of regional team of 34
* Development and management of regional P&L budget
* Coordination and execution of strategies in matrix organization
* Provision of local knowledge to business units.

**Major Achievements**:

* US$2.2 mil. Contract for Chemicals with Sembcorp in Aug 2003.
* US$0.5 mil. Biopharm contract, largest project for Pall Filtration.
* Over 70% sales and profit growth over 2 years.

**Sep 2001 – Sep 2002 General Manager (East Asia)**

**SEITZSCHENK FILTERSYSTEMS GmbH**

**SINGAPORE BRANCH**

**Oct 1996 – Aug 2001 Regional Sales Manager (East Asia)**

**SEITZSCHENK FILTERSYSTEMS GmbH**

**SINGAPORE BRANCH**

**(acquired by Pall Corporation in 2001)**

**Industry**: F&B, Chemicals, Pharmaceuticals and Biotech filtration.

**Area of Responsibility**: South-East Asia, Hong Kong, Taiwan and Indian sub-continent and China (including 2 rep offices of 10 staff)

**Reporting to**: Managing Director of SeitzSchenk Filtersystems GmbH, Germany.

**Key Objectives**:

* To maintain SeitzSchenk as a leading brand in Asia for Food and Beverage and Blood Plasma filtration
* To develop after Sales Service market in Asia

**Job Scope**:

* Oversee total annual sales of US$9 mil from US$0.5 mil in 1996
* Manage team of 12 with sales and service network of 20 distributors
* Sales and operational strategy

**Major Achievements**:

* Successful and integration of sales offices and channels in Asia of merger of Seitz-Filter-Werke and Schenk Filterbau in 1999.
* Operative profit (25%) growth
* Established Regional Service Center in Singapore and China
* Successful establishment of 2 China rep offices

**NOV 1993 – SEP 1996 ROPER INDUSTRIES**

**Sept 95 – Sept 96 Regional Sales Manager (South-East Asia and China)**

**ROPER INDUSTRIES SINGAPORE REP. OFFICE**

**Industry**: Petroleum Testing Equipment for Petroleum Laboratories

**Area of Responsibility**: South-East Asia and China.

**Reporting to**: International Sales Manager, ISL France.

**Job Scope**: Manage sales and technical support through distribution

**Major Achievements**: Pioneering ISL in Asia. Doubled sales.

**Nov 1993 – Aug 1995 Regional Sales Engineer**

**ROPER INDUSTRIES SINGAPORE REP. OFFICE**

**Industry**: Pumps for the Petroleum and related Industries.

**Area of Responsibility**: Asia.

**Reporting to**: General Manager, Roper Industries Singapore.

**Job Scope**: Managing and supporting network of Asian distributors

**Major Achievements**: Increased sales by 100%. Pioneer in Asia.

## PERSONAL DATA

Date of Birth: 18th October 1968

Gender: Male

Nationality: Singaporean

Languages: English, Mandarin Chinese – Written & Spoken Fluently

Cantonese, Hokkien (Minan) – Spoken Fluently

## ACADEMIC EDUCATION

2007-2008 **Master of Management in General Management**

MACQUARIE GRADUATE SCHOOL OF MANAGEMENT

MACQUARIE UNIVERSITY

SYDNEY, AUSTRALIA

1989 – 1993 **Bachelor of Engineering (Mechanical & Production)**

**with Second Class Honours (Lower Division)**

NANYANG TECHNOLOGICAL UNIVERSITY

SINGAPORE

1985 – 1986 **GCE A Level,**  ANGLO-CHINESE JUNIOR COLLEGE

1984 – 1986 **GCE O Level,**  ANGLO-CHINESE SECONDARY SCHOOL

**Hobbies:** Running, Cycling and Reading.