



Ong Sher Ren

Master Data Management Analyst 3 (2 years 5 months)
Kimberly-Clark Regional Services (M) Sdn Bhd

Experience

12 years of total experience

Jan 2019 - Present
(2 years 5 months)

Master Data Management Analyst 3

Kimberly-Clark Regional Services (M) Sdn Bhd | Selangor, Malaysia

Industry	Consumer Products / FMCG
Specialization	Master Data
Role	Others
Position Level	Senior Executive
Monthly Salary	MYR 7,818

ACHIEVEMENTS:

1. Lead APAC EPH/Global Management Report (GMR) Project by held discussions between different stakeholders on the attributes needed for Baby Child Care & Feminine Care categories products. Completed the project 1 month earlier than target deadline.
2. Lead a Continuous Improvement project to standardize profit center creation guideline. Successfully reduce error in requests from 74% to 10%.

RESPONSIBILITIES:

- Ensure speed to market for all new products by assigning to the EPH (Enterprise Product Hierarchy) in a timely manner, and enable accurate and insightful reporting and analysis by relevant categorization.
- Liaise with sales and marketing teams across the region to ensure products are identified correctly and categorized appropriately for planning and reporting needs.
- Ensure EPH remains relevant and accurate by delivering active governance against EPH policy, standards and rules. Escalate any business requests that do not conform to EPH policy, standards or rules.
- Continue to refine the quality of EPH by proposing additions or refinements to EPH policies, standards and rules - at APAC and Enterprise level.
- Drive awareness of EPH policy, standards and rules across APAC business contacts.
- Responsible for the ongoing quality of EPH through regular exception reporting and timely remediation of exceptions.
- Proactively engage with country and regional marketing teams to plan ahead for new product introductions and re-launches. Drive alignment across all stakeholders in the categorization and representation of K-C products within EPH.
- Proactively engage with Management Reporting (MID) and Financial Planning & Analyst (FP&A) teams to ensure the EPH is fully meeting the needs of this communities. It is also essential to drive alignment between these two teams.
- Be the subject matter expert for EPH, aware of all applications within APAC and the sensitivities around each. Be ready to attend business or IT Services (ITS) meetings to represent EPH within APAC.

Sep 2018 - Dec 2018
(4 months)

Business Analyst Manager

Cummins | Selangor, Malaysia

Industry	Heavy Industrial / Machinery / Equipment
Specialization	Marketing/Business Development
Role	Business Development
Position Level	Manager
Monthly Salary	MYR 6,800

ACHIEVEMENTS:

- Developed market share calculations model for sales team evaluation, and opportunities identification purpose
- Lead Construction sales program via identifying potential customers with sales team, and resulted in 290% increase in average monthly sales

RESPONSIBILITIES:

- Responsible for the preparation of complex and interpretive sales and financial analyses and reports for sales force & management team.
- Works with sales teams to identify and assess market opportunities, project planning, and competitive analysis.
- Prepares statistical reporting, including sales performance, variance explanations, and cost analysis.
- Coordinates input from sales staff to develop comprehensive, proactive sales analytics tools.

Jan 2014 - Aug 2018
(4 years 8 months)

Business Analyst (Business Development)

Zuellig Pharma Sdn Bhd | Selangor, Malaysia

Industry	Healthcare / Medical
Specialization	Marketing/Business Development
Role	Business Development
Position Level	Senior Executive
Monthly Salary	MYR 5,300

ACHIEVEMENT: Gained 5 business development deals that improve overall department sales by 40% Growth in 1 year.

RESPONSIBILITIES:

- Evaluate local Business Development projects (pharmaceutical, OTC, personal care products), via cross analyzing external (IMS) & internal data, and provide tailored insights to management and clients/principals.
- Key insights include: Growth opportunities (via identifying new and lost customers, potential growth area/customers), business model and margin as route-to-win clients/principals
- Prepare Request for Information (RFI), proposals & presentations for various partnership models (agency, contract sales force) & involve in presentation, negotiation & contract review process with clients/principals.
- Prepare Product Costing, Sales forecast via Market & Patient/Consumer Flow analysis, team cost, A&P expenses and P&L preparation
- Conduct monthly financial analysis by analyzing overall department financials profit & loss such as sales performance, service income, gross profit. Financial forecast simulation for risk planning.
- Involve in annual budget preparation
- Provide corporate communication support; including updating and improving the Company's marketing material such as company profile, business presentations.

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Jun 2013 - Nov 2013
(6 months)

Product Manager

ALLBRANDS GLOBAL | Selangor, Malaysia

Industry	Consumer Products / FMCG
Specialization	Marketing/Business Development
Role	Product Management
Position Level	Manager
Monthly Salary	MYR 5,500

- Product Marketing Management
- Inventory management/Demand Planning
- Below The Line marketing activities planning & execution with sales/key account team (ie promotion planning for channels: pharmacy, wholesalers, super/hypermarket)
- Manage Advertising & Promotion fund within allocated budget
- Sales Analysis & forecast
- Personal care & cough drops: Banana Boat, Playtex, Dequadin

Aug 2012 - May 2013
(10 months)

Assistant Brand Communication Manager

Nippon Paint Malaysia | Selangor, Malaysia

Industry	Construction / Building / Engineering
Specialization	Marketing/Business Development
Role	Brand Management
Position Level	Senior Executive
Monthly Salary	MYR 4,300

- Brand marketing management
- Manage traditional (TVC, Radio, Newsprint) & online media (Facebook, Website)
- Involved in MYFM 2013 CNY Movie product sponsorship: Once Upon A Time (Site Recce & ensure product visibility in the movie)
- Collaboration with chinese radio station 988, BFM 89.9 for Nippon Paint Momento (Radio Script Preparation)

Jan 2012 - Jul 2012
(7 months)

Assistant Product Manager

DKSH Malaysia | Selangor, Malaysia

Industry	Consumer Products / FMCG
Specialization	Marketing/Business Development
Role	Product Management
Position Level	Senior Executive
Monthly Salary	MYR 4,300

- Product Marketing Management
- Inventory management/Demand Planning
- Below The Line marketing activities planning & execution with sales/key account team (ie promotion planning for channels: pharmacy, wholesalers, super/hypermarket)
- Manage Advertising & Promotion fund within allocated budget
- Sales Analysis & forecast
- Personal Care products: St Ives, Tresemme

Dec 2009 - Dec 2011
(2 years 1 month)

Management Trainee

DKSH Malaysia | Selangor, Malaysia

Industry	Consumer Products / FMCG
Specialization	Marketing/Business Development
Role	Management
Position Level	Junior Executive
Monthly Salary	MYR 2,500

- Undergo training in sales, warehouse, supply chain & marketing roles
- Sales Dept: Sales Representative covering supermarket & hypermarket chain, promoting plastic containers (Rubbermaid brand)
- Warehouse: Logistics
- Supply Chain: Demand Planning
- Marketing: Product Marketing

Education

2011

Multimedia University, Cyberjaya

Master's Degree in Business Studies/Administration/Management | Malaysia

Major	General Management
CGPA	3.71 / 4.0

Accomplishments:

1. November 2008: Regional Development International Conference Exhibition - Presented my paper title "Corporate Social Accounting" in MMU
2. November 2010: MBA FYP
 - FYP Title: Online Shopping Satisfaction: A study on B2C websites in Malaysia.

2007

Multimedia University, Melaka

Bachelor's Degree in Business Studies/Administration/Management | Malaysia

Major	International Business
CGPA	3.47 / 4.0

1. March 2005: International Business (IB) Carnival and Night.
 - Part of the organizing committee for IB Carnival by setting up booth to sell products such as, clothing and accessories.
 - Team up with members and invite companies to sponsor the event.
 - Able to persuade Kao (M) Bhd. to become one of our sponsors for the IB Night by providing 2000 tubes of sample facial wash.
 - Promote IB Carnival and Night by distributing flyers and setting up booth in campus and around Melaka.Ref: Mr. Abd Halim B. Abd Hamid, ahalim@mmu.edu.my, 06-2523579

2. March 2007: Global Marketing Project.
 - Conduct analysis and research on Jonker Street by collecting data such as shop's name, history and products.
 - Promote Jonker Street by uploading and arranging the information in a website, <http://www.jonkerstreet.net/main>
 - Made a successful presentation on our assigned part of Jonker Streets (Heeren Street). Ref: JK Consultants Sdn. Bhd., Mr. Julian Khoo, 012-7745399Mr. Robert Jeyakumar, Robert.Jeyakumar@mmu.edu.my, 06-2523517

3. Dean's Award:
 - Dean's Award for Trimester 2 year 2004/2005
 - Dean's Award for Trimester 3 year 2006/2007

Skills

Advanced	MS Powerpoint, MS Word
Intermediate	MS Excel, Cognos PowerPlay (Sales Analysis tool), Margin Minder (Sales Analysis tool)
Basic	SAP Applications (Sales Analysis tool), Tableau (Sales Analysis Tool)

Languages

Proficiency level: 0 - Poor, 10 - Excellent

Language	Spoken	Written
English (Primary)	7	7
Mandarin	7	7
Bahasa Malaysia	6	6

Jobstreet English Language Assessment (JELA)

Date Taken 19 Nov 2010

Score 37/40

Additional Info

Preferred Work Location Selangor, Kuala Lumpur, Anywhere in Singapore

Other Information

An experienced professional in marketing & business analytics for the past 10 years in various industries, which are FMCG, paint, pharmaceutical & heavy machinery.

As a summary, I graduated with an MBA in General Management in Y2011. I first started off my career back in Y2009 in sales and marketing roles, with the focus in product and brand management.

After that, in Jan 2014, I decided to go into business analyst role as it has always been my interest in analyzing data, provide insights to management teams and able to recommend growth areas with sound financial and sales analysis.

Well equipped with commercial and analysis experience, resourcefulness, good business acumen and attention to details skill set, I have had various achievements in all my roles especially in Zuellig Pharma, where I gained 5 deals that grow overall department sales by 40% in 1 year.

My career aspiration will be to venture into financial and business analyst roles and continue to grow further in this area.

About Me

Gender	Female
Age	35 years
Nationality	Malaysian