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**Name** Sumithra Vasudevan

**Present Address** BLOCK D-3 A-3 A PARK 51 RESIDENCY, SEKSYEN 51 A , 47300 Petaling Jaya, Selangor

**Contact Number** 012-5052611

**Sex** Female

**Date of Birth** 26 November

**Education Background** BA (Hon) Marketing Administration in collaboration with University of Northumbria, UNN, UK

1996 - 2001 : \* National Computing Center (NCC)

➡ CIM, Certificate/Advanced Cert.

➡ Advanced Diploma in Marketing Admin, UNN

1991 – 1995 :Sekolah Menengah Convent,Seremban

Sekolah Menengah Puteri,Seremban

( SPM : Grade 1)

**Skills Obtained** Excellent Command of Microsoft Word, Excel PowerPoint

SAP (sales/ distribution modules/ purchasing modules/ Logistics), APO, SQL, Planning/ Scheduling

## Courses Mastered

Marketing Management System  
Strategic Analysis.  
International Business Finance  
Buyer Behavior  
Sales Management  
International Human Resource  
Direct Marketing  
Marketing Communication

## Professional Experience

**Executive Officer in Blastmaster Malaysia SDN. BHD.**  
**(JUNE 2001 – FEBRUARY 2003)**

Implemented standard format for business quotations, financial management & cash flow format.

Ensure effective planning and implementation of marketing strategies to achieve desired sales through existing and new clients and responsible for identifying new projects and to develop new business opportunity for the company

Specially selected to represent company business dealings with various top level organization (Home Ministry/State Exco/MNC/ top level management)  
Responsible for all official documents pertaining import/ export of goods and managing computerized inventory system.

Supervised and managed database to monitor payment pattern of suppliers/customers and profit/loss financial report.

Supervised and managed several events organized by the company which included preparing relevant documentation and in-charge of preparing company profile and PowerPoint presentation for corporate clients.

Assist in preparing salary for workers/technicians together with settling their compensation (if any).

Handled staff disciplinary problem by having counseling sessions / team meetings with workers.

Assist in implementation of Company's policies and regulations following the advice of the Company's Director

**\*(Received Good Merits From all Levels During my Career)**

**A/T Demand Planner in Texas Instruments Malaysia**  
**(MARCH 2003- FEBRUARY 2007)**

- To analyze demand versus capacity and plan monthly forecast for production line
- To act as a middle person between customer, SBE-1's and Subcons to ensure all requirements are met without any disruption
- Used to conduct a weekly meeting at Subcon , now in Multi Factory Flow (QFN pkg) and review their overall performance. Worked on project to work with Post test team and reduce partials > SPQ—Inventory management
- To monitor and prioritize lots based on the Delinquent Demands and Customer Line Down based on the feedback given by the World Wide Business Planner team, thus having to make sure all equipments at production floor are fully fed with materials to sustain from capacity loss
- Having a cross functional task ranging from facilitating the Multi Flow Factory Division in a planning perspective (SPS setups, Capacity Constraint Setup at SPS10 and FP Resource Calendar, Demand forecast, device setups and etc) and also deal with the manufacturing floor issues .
- Have Training lessons for new comers/expeditors on planning functions & also manage subordinates under my team to have smoother work execution.
- Work closely with management/engineers on decision making on CRITICAL REQUIREMENTS made by Business Units due capacity constraints/other technical limitation. To liaise with shipping team to ensure all expedites are shipped on time. Get special arrangements with forwarders if necessary and confirm air lines / etc

**Senior Logistics Executive in BASF (Malaysia) Sdn. Bhd.**  
**(MARCH 2007- SEPTEMBER 2007)**

- Material Master  
ARIS, OMP – BI Application, Raw Material, Packaging – KOMB
- BPM / BMS
  - Merchandise Purchase Order
  - Verify CWT Clearing Invoices
- Distribution Report
  - Reverse Billing Dist. Report to Tiong Nam
  - Verification of Transporter Bills
    - i. Tiong Nam
    - ii. Sia Transport
- Johann Freight
  - Goods Receipt
  - Invoice Verification
- Inventory Counts / Cycle Counts
- Stock Adjustment
- Change Batch Status
  - Restricted to Unrestricted
  - To Extend Expiry Date
- Import and Export of Chemicals
  - Booking of Vessel
  - Preparing related documentation
  - Handling of DG and Non DG Cargo
  - Monitoring shipment
  - Verification of Custom Duties / Tariff Codes
  - Preparing monthly reports of Import shipments from Shah Alam, Kuantan, Pasir Gudang
- ME11-Maintain Purchase Info Record
  - Checking PO entry against import documentation
  - Maintaining TC in PO
  - Pre costing analysis for Inter Freight Charges

*(Left for AUSTRALIA for 1.5 months)*

**Capacity Planning Analyst in Freescale Semicon..**  
**(NOVEMBER 2007 to FEB 2009)**

- Seeks and implements continuous improvements towards current process in subcons (I have in total about 5 subcons under my supervision in Msia, Spore, Indonesia)
- May act as CP&S advocate to the MBG
- Demonstrated effective presentation capability
- Supply Chain Scenario Planning
- Drives process improvements
- Uses basic statistics in data analysis to convert data to information
- Planning tools expert (SAP APO, BW, R3 Reporting, PARCA, TMDB )
- Knows factory/platform strategies
- Leads and mentor's others to solve difficult problems of diverse scope in creative/practical ways
- Backup for section managers when not available
- Interacts frequently with all levels of management in all disciplines.
- Leads and participates in cross functional projects
- Understands financial impact and incorporates into analysis / scenarios
- Involved in Supply to Market efforts to ensure all subcon are align to this re-engineering process of implementing a series upgrades to our planning.  
Changes to this includes
  - Retiring numerous legacy systems
  - Implementing new system platforms (E2Open / Agile)
  - Expanding the use of our core system (SAP)

Excellent problem solving skills.

Recognition received: SCORE Cert for work performance (received in Q3'2008)

SCORE—Supply Chain Operational Reward Excellence for Customer Focus, Ownership & Operational Excellence.

**Professional Experience**  
**Cont.**

**Senior Executive in BASF (Malaysia) Sdn. Bhd.---Customer Service for KU Div**  
**(FEB 2010- OCT 2011)**

Provide efficient support to execute sales order processing and maintaining sales documents for the export countries assigned  
EG: PAKISTAN, PHILIPPINES. SRI LANKA, BANGLADESH, JAPAN,

Liaise with service provider and internal team to establish / maintain efficient logistics services to customers

Prepare shipping documents/ coordinate with HSBC on all shipping documents to customer within the agreed time frame and in compliance with LC

Negotiate with shipping agents and forwarding agents for effective freight rates for certain ports if it is not listed in the Tender List

Participate actively in all EHS related measures implemented, prepare

MSDS to customer, good housekeeping (5S), energy saving and etc.

***Targets and Achievements:-***

Maintain KU's (SBU) export customers with efficient sales service support -

Sales volume as OP 2010 with countries assigned

Provide efficient order processing, pro-active and excellent business support# actions from A-Z. Close monitoring of shipments to customers.

Share / achieve marketing & sales target by closely monitoring inventory and feedback to sales team in case of high inventory, aging stock, restricted stocks and practice FIFO etc

Assist sales team to monitor closely on account receivables and contact customers accounts dept/Affiliates to make sure payments are settled within the stipulated credit terms.

**Manager in BASF (Malaysia) Sdn. Bhd.---Supply Chain and Export Coordination for PU Div  
(NOV 2011 – APRIL 2015)**

**Responsible Area/Facility**

- Purchasing / Demand Planning / Export Coordination / Customer Service for export business
- Storage area, BMS KU Merchandise Loading / unloading bay

**Objectives**

- To lead and manage a team of procurement staff, demand planner and customer service executives (export market)
- Liaise with various segment managers namely automotive, construction, appliance etc to finalize prices in the Asia System house countries assigned.
- Manage optimum inventory in line with strategy for consistent supply with reasonable capital cost
- To actively source, negotiate and procure raw materials in accordance to procedures.
- Work closely with RBU to secure competitive raw materials for OMP and Merchandise requirements (captive and outsourced)
- Ensure accurate forecast accuracy from the sales team (export countries and local)
- To liaise with regional procurement team on the global purchase agreement
- To ensure vendors are properly approved and to liaise with Technical department to search for new sources for more competitive products
- Support both DP and SNP processes and execute reports as required
- Manage, maintain and monitor the demand planning process (KUA Local Demand Planner)
- Implement and lead process to ensure prompt order requisition and punctual delivery to customers
- Set management program and KPI for team performance tracking
- To participate in KU / GSMT – Logistics / Supply chain activities. To coordinate with RBU, share best practices of supply chain within Asia's system houses together with system houses from NAFTA and Europe to align with KPI set by GSMT team
- To manage ASMT (all Asia system houses), SC reporting and prepare SC

- reporting monthly and analyze the productivity
- To perform other duties as assigned by the superior
- Nominated as key user for BMS KU
- Participate in EHS measures / activities implemented or introduced from time to time
- Participate and responsible for designated ERP function
- Responsible for his/her own health and safety at the workplace

### **Main Tasks**

- To lead and manage the team of procurement staff, demand planner and CSOs for best performance
- Liaise with segment managers to finalize workable prices for systems export to AS countries
- Ensure optimum inventory in line with strategy for consistent supply with reasonable capital cost
- Efficient customer service functions to export countries assigned
- Ensure accurate forecast accuracy from sales team and implement strategies for continuous improvement. Work closely with RBU to secure competitive raw materials for OMP and Merchandise requirements

### **LEAN improvements done within BASF Supply Chain Department**

Process: Continuous monitoring of key supply chain parameters. Raw materials purchase plan, sufficient buffer for raw material with no excess purchases made – 5% buffer.

Ensure safety stock level is always sufficient to reduce turnaround time ~ 20% safety stock – loss time within lead time.

Weekly monitoring of inventory days of stocks based on aging range for each component  
Delivery lead time for export market and local market- 98 % OTD

Control: Reduction of cost both inventory cost and distribution cost. Maintaining predetermined min/ max inventory level based on customer, which will assist both parties in managing operation cost, which includes storage & handling. Determine stock levels which needs to be produced based on customer requirements which will be discussed in weekly meetings with sales team & production team.

Have proper management control system – PDCA (Plan Do Check Action) – this applies more to raw material planning and production/capacity planning

People: All ideas and suggestions for further improvements by the team will be taken into Consideration in weekly meetings. We will also discuss about empowerment given to certain ground staff in decision making to avoid longer lead time. Visual Boards were also put in place to monitor daily productivity rates, downtime rates, yield /reject rates /etc

Structure: Increased 50% efficiency in entire planning process & optimize resources by automating planning process.  
We used to have manual planning worksheets and it used a lot of man hour to analyze details, several rounds of meetings before execution.  
With automated planning system using SAP APO, entire planning was simplified tremendously.

## **Manager in Samsonite (Malaysia) Sdn. Bhd.---Logistics, Planning and Service After Sales (MAY 2015 – JAN 2018)**

- Managing and coordinating logistics, warehouse and transportation activities as well as planning for logistics activities
- Planning and forecasting functions which include demand management, order replenishments & fulfilment, stocking strategy and product allocation
- Purchasing function which includes order placements, fulfilment, tracking, scheduling and management
- Logistics function which include warehousing operations, distribution, 3PL management shipment planning and documentation
- Inventory management functions which include inventory analysis and control, returns management and stock take lead
- Handles incoming calls and enquiries of Samsonite and AT hotlines.
- Assist repair center update the repair status. Monitor the performance of service after sales delivery system.
- Follow-up, supervises and controls every call details in the SAS system.
- Monitor Quality Defect goods and Return of Unused Defectives –report to SAS and Quality team in HK
- Monitor Cost of Running Repair Centers (in house) / Repair charge by 3<sup>rd</sup> party (outsource)
- Cost of Purchasing Spare parts, Cost of Warranty replacement (within warranty, but cannot repair) and repair charge to consumer (for out of warranty)

Details:

### **Logistics/ 3PL**

To ensure SOPs and new processes are defined and are in place for smoother operations between Samsonite and 3PL. Monthly KPI tracking is done with 3PL for close monitoring and improvement

### **Distribution**

Changed distribution/ transportation for Samsonite to ensure its most cost effective compared to before

eg: Implementation of Permanent Journey Plan for the entire distribution within Klang Valley/ Outstation

### **RFQ process and new 3PL selection process**

To assist Regional in the RFQ process for new 3PL selection

- gather the inbound/outbound/storage volume, delivery.....the process, scope required.
- work out and finalize the RFQ document
- select and finalize the 3PL name for RFQ invitation
- send out the RFQ to 3PLs
- deadline for 3PLs submit their proposal and quotation
- finish the comparison and short-listed the 3PLs
- warehouse visit for short-listed 3PLs.
- confirm the tendering result, finalize the warehouse and 3PL
- warehouse set up and implementation



### OTB Planning

To ensure planning is done on timely manner and is in line with OTB plan.

Check on Open PO

status on a monthly basis and ensure not to make any

OVER purchases that will jeopardize SAM MAL DIV/ OTB

SPI meetings to be conducted on a monthly basis with key management

team to have a sensible Forecast that will

drive monthly/quarterly buying pattern of stocks.

### Stock Count

Assist Operations team in reducing the stock variances at owned retail channel and department stores channels. To ensure processes are being followed correctly

eg; pre count preparations and during stock count.

The focus is to bring the stock variances at the owned stores channel

to zero variance, which was achieved and to reduce the variances in SIS to

less than 2% of NOS.

Still working on SIS project

### Stock vs Sales Analysis

To have a weekly analysis of stock vs sales analysis published

for ALL DOS and top 10 SIS

This exercise will list down the TOP 10

SKU's which are fast moving in DOS / SIS.

It's a good way of determining which products are essential to the market

### Weekly Replenishment

To monitor and make sure weekly replenishment of stocks are made for all

DOS/ SIS on timely manner. To make sure stores do not suffer

from lack of stock situation

### Service After Sales

To attend to all customer complaints on a timely manner and proper

Feedback is given to customers.

To assist in spare part ordering for Service Centers in PJ and One Utama

Assists repair center update the repair status. Monitor the performance of

service after sales delivery system

Quality feedback: To ensure unused defectives are reported to Regional SAS team for any possible claims

## **Manager in Prestige Sports Sdn. Bhd.---Supply Chain and Logistics (FEB 2018 to Current)**

### **Job purpose**

Logistics managers or distribution managers are responsible for coordinating the storage, transportation and delivery of goods. Logistics managers oversee and liaise with colleagues to ensure stock is maintained and moved efficiently.

### **Responsibilities**

1. To monitor flow in 3PL, AAP and clients to ensure all flow are smooth
2. Monitor receiving process by 3PL
3. Ensure that good receives is accurate as per order and timely from AAP
4. To match and confirm DO and GRN tally by 3PL

5. Ensure stock security in 3PL and security procedure is effective
6. Monitor closely picking and packing process to meet the deadline delivery to retailers and dealers
7. To settle any issue on receiving such as shortage or access
8. To communicate with retailers and dealers for any issue arises
9. Prepare stock counts report
10. Manage and execute 3PL stock count twice a year and reconciliation of stocks
11. Ensure all the document DO & GRN is pass to finance for them to prepare invoice and payment immediately after receiving
12. Manage any returning process goods if any
13. Prepare weekly report as per management requirement
14. Manage department budget/ cost saving measures for overall LOGISTICS and DISTRIBUTION
15. Enhance internal and external process flow for SUPPLY CHAIN Department and also 3PL
16. Ensure order fulfillment by dealers is 100%
17. Coordinating with shipper from oversea for import and export shipment
18. Liaising with freight / forwarding agent for import arrangements
19. Checking Bill of Lading / COO to related shipment
20. Confirm draft duty for import shipments
21. Ensure KPIs by 3PL are met as per SL

#### Awards

High School Science Fair finalists (1994 - 1996)

#### Languages

Excellent Written and Spoken English and Malay.

#### Referees

Mr TH Ting (Direct Report)  
Former General Manger, Business Unit (Polyurethanes)  
BASF (M) Sdn Bhd  
Mobile: 012- 308 7630

Puan Norita Mohd Noor (Direct Report)  
Former General Manager  
Prestige Sports Sdn Bhd  
Mobile: 019 365 3500

