

THOR CHAN WEI
CONTACT NUMBER : +6019 – 993 3909
mr.michaelthor@gmail.com

With more than 10 years of experiences in the leadership roles, Michael has led multi-disciplinary teams towards achieving organizational goals and creating a culture of Candour within the teams. Individually, he is valued as a creative thinker in various strategic roles with focus in identifying growth opportunities, fostering long term business relationships, helped growing market presence and driving process improvement with professionals from diverse backgrounds in data-driven manners. As an enthusiast of growth mindset, he is also a keen learner and practitioner in the e-commerce settings including the finance, retail, hospitality and leisure industry.

SKILLSETS: Sales & Marketing | Strategic Planning | Leadership | Coaching & Talent Development | Project Management | Cross-Functional Collaborations | Operational Excellence

***TOTAL WORKING EXPERIENCE > 14 years**

<u>EDUCATION INSTITUTION</u>	<u>YEAR</u>	<u>LEVEL</u>	<u>GRADE</u>
Universiti Utara Malaysia :	2005-2008	Bachelor Degree in International Business Management (Hons)	2 nd Upper Class

<u>LANGUAGE COMPETENCY</u>		<u>SPOKEN</u>	<u>WRITTEN</u>
ENGLISH	:	8	8
MALAY	:	8	8
CHINESE	:	8	2

*Proficiency Level : 0 = Poor – 10 = Excellent

PROFESSIONAL CAREER HIGHLIGHT

<u>YEAR</u>	<u>POSITION</u>	<u>EMPLOYER</u>
Aug 2021 – Dec 2022	<u>Regional Strategist (Lead, Market Management)</u>	<u>SuperApp (AirAsia)</u>
	-Plan, design, implement regional KPI frameworks and enable local market management teams in delivering KPI metrics as agreed at country levels. -Led local team and oversee the regional teams in hotel sourcing and managing accounts to increase market share and brand awareness. -Analyze market share, identify pricing position, improve gaps and pricing competitiveness with BML strategy to support market penetration goals. -Collaborates with legal, finance, data science, route revenue, marketing, branding, product, tech and customer happiness teams to achieve mutual goals, raise standards, uncover opportunities to grow GBV and optimize productivities. -Conceptualize, define and execute the short/mid/long term goals for market management growth (scalability) and strategic plannings. -Share relevant data, communicate insights and presentations to internal and external stakeholders to ensure consistent and updated communications. -Own, manage and drive regional projects with aim to create positive impact.	

Highlights

- Increased market penetration of hotels in Malaysia from 17% to over 38% across Langkawi, Penang, Kuala Lumpur, Johor and East Malaysia.
- Improved hotel onboarding SLA time from an average of 21 to 2 working days and successful rolled out of VCC payment method.

<u>YEAR</u>	<u>POSITION</u>	<u>EMPLOYER</u>
Feb 2020 – Jul 2021	<u>Senior Manager, Fleet (Regional)</u>	<u>Lazada</u>
	<ul style="list-style-type: none"> -Responsible for working closely with local teams across SEA countries to develop fleet portfolio, as well as defining and tracking fleet mix. -Planning fleet requirement for sales and non-sales period, including matching vehicle types to freight profile based on geographical and demographic needs. -Defines regional strategy and support long term developments of strategic Vehicle Ownership Program (VOP), alternative vehicles and courier loyalty. -Work with internal and external stakeholders to develop mutually beneficial partnership for couriers around the region, particularly in the industries that are closely related to fleet portfolio. 	
	<u>Highlights</u> <ul style="list-style-type: none"> • Successfully drive cost savings initiative in the Philippines resulting in more than 30% savings on telco cost. • Led, oversaw Lazada's new rebranding exercise for logistics' unit and support implementation across SEA countries. 	
Oct 2016 – Jan 2020	<u>Senior Market Manager</u>	<u>Traveloka</u>
	<ul style="list-style-type: none"> -Set individual KPIs in alignment with the Country Market Manager and execute hotel acquisition strategy with team of Market Managers. -Manage a team of Cluster Leads, Market Managers and Market Coordinators to acquire, maintain and handle top accounts in assigned destinations by ensuring good working relationships with hotel partners through active market visit and correct use of process and systems to grow market share. -Identify, prioritize, contact new accommodation properties and ensure pricing and availability competitiveness in assigned market including working with hotel partners on promotional activities to increase bookings and yield management through revenue optimization. -Responsible in designing the Sales Partnership Program for Market Coordinators by creating and implementing the consultative sales approach for in-house training. 	
	<u>Highlights</u> <ul style="list-style-type: none"> • Led, organized and executed the first sign up of chain hotel partnership (under the Finance Ministry) with a total of 21 properties registered. • Successfully led the first movie events in Sabah and Sarawak through meticulous planning, execution, close follow up and communications with internal and external stakes. • Grow almost 20% of Traveloka's market share in Malaysia through consistent monitoring of Market Managers' performance and exploration of new potential markets. 	
Nov 2015 – Oct 2016	<u>Regional Manager</u>	<u>Global Rooms (M) Sdn Bhd</u>
	<ul style="list-style-type: none"> -Pioneering business setup of Central Region across the Klang Valley states and Northern Region teams (Perak and Penang). -Oversaw and managed the Acquisition team of 30 Sales Personnel of Area Managers and Partnership Managers across the Wilayah Persekutuan, Selangor, Negeri Sembilan, Pahang and Kelantan states. -Drive regional sales and profit strategies involving hotel partnership and field operations planning. -Lead, organize, coach and monitor sales performance of all regions while continuously explore new potential markets for the company. -Hand-picked by the management as in-house trainer for Sales Convention in Bangkok, Thailand (invited speaker for international forum). 	

-Map out Standards of Operations and Customer Service Standards to ensure hospitality and customer service experience delivery as part of value-added services to hotel partners.

Highlights:

- Year 2015 – Highest Hotel Partnership Sign-up.
- Year 2016 – CEO Sales Pitch Challenge Winner (Oversea Trip With CEO)

Oct 2011 – Oct 2015

Branch Manager

RHB Bank Berhad

-Develop, implement and responsible for branch sales and operations, from planning to execution, with goals for consistent positive return in annual profits.
-Build, coach, motivate and monitor team performance in line with standards of practice and work ethics.
-Advocate compliance awareness through training and responsible financing workshops.
-Meticulously manage operations with aim to ensure staffs' compliances are in accordance with bank's policy and industrial guidelines.
-Restructured under-performed outlets through strategic planning and execution of various sales campaigns for optimal results in KPIs.

Highlights:

- Year 2014-Top 10 Consistent Performers (Silver Category Winner) / Sales Convention 2015 Qualifier
- Year 2013-Top Credit-related Manager / Top Asset Product Champion / Incentives Trip Winner / Sales Convention 2014 Qualifier
- Year 2012-EASB Campaign Winner / Bancassurance Challenge Winner / Top Consistent A Producer / Sales Convention 2013 Qualifier
- Certified trainer (TTT)/PCEIA holder & Member of Federation of Investment Managers Malaysia (FIMM)

Oct 2008 – Sep 2011

Mortgage Specialist

CIMB Bank Berhad

-Promote maximum sales of CIMB banking products and deliver exceptional customer service

Assistant Sales Manager

-Manage a sales team of 4 predominantly in mortgage and Small Medium Enterprises (SME) products
-Plan and execute events to create continuous awareness of bank's latest product offering

Highlights:

- Year 2011 – Sales Convention Qualifier (Mortgage) / TOP MRTA Producer
- Year 2010 – CEO Challenge Qualifier / TOP MRTA Producer / AVIVA Assurance Campaign Winner
- Year 2009 – Top MRTA Producer / Multiple Sales Campaign Winner