
HOH SIN JIN

Experience	10+ years with FMCG, Food & Industrial Supply Chain
Education	B. Sc. (Hons) Food Science and Nutrition
Age	34
Mobile No.	+6012-6295325
Email	sinjinhoh@gmail.com
Nationality	Malaysia
Location	Cheras, Selangor

Education Background

2009-2013 University UCSI, Malaysia

B. Sc. (Hons) Food Science and Nutrition

- Graduated with First Class Honors and a GPA of 3.75
- Dean's list and Dean's Award in 2010 and 2011.

2007-2008 SMK Bandar Tun Hussein Onn 2, Malaysia

- Sijil Tinggi Persekolahan Malaysia (STPM) – 2As & 2 Bs

2003-2006 SMK Cheras Perdana, Malaysia

- Sijil Pelajaran Malaysia (SPM) – 9 As

Professional Summary

Experienced and results-driven Supply Chain Planning Manager with 10+ years' experience in FMCG, food, and chemical industries. Proficient in end-to-end supply chain operations, including distribution network, demand planning, supply planning, production capacity planning, inventory management, and MRP. Demonstrated proficiency in SAP ECC, SAP APO, JDE planning tools, BI reporting, and Microsoft Office. Strong analytical, communication, and interpersonal skills with a collaborative problem-solving approach. Skilled in fostering a culture of high performance, continuous improvement, and team development to surpass organization expectations.

Working Experience

Regional Supply Planning Manager, South Asia Pacific ASC

AkzoNobel Coating

July 2021– Present

- Managed end-to-end supply planning network for Automotive and Specialty Coatings (ASC) Business Unit, overseeing regional (South Asia) and inter-regional (Europe, UK, Brazil & Pakistan) supply. Led regional planning team of 10+ members across 3-4 sites in South Asia, accountable for delivering service, inventory, and supply chain/business project targets for Akzo Nobel ASC Business Units.

- Managed and monitored end-to-end supply chain operations, including supply planning, production capacity planning, material planning, inventory management, and distribution network for 2000+ coating FG skus manufactured at South Asia plant sites, ensuring seamless operations and timely delivery.
- Led a team of planning professionals at multiple sites to develop and execute plans for MPS, MRP, and DRP, ensuring timely delivery of customer orders and supporting the sales team in meeting sales targets for the South Asia region.
- Analyzed and evaluated short- and long-term supply status, providing impact analysis when necessary to demonstrate the impact of decisions or scenarios on the plan.
- Balanced regional OTIF and inventory levels to increase service levels and reduce costs.
- Implemented measures to prevent SLOB (slow-moving or obsolete) generation, reducing financial losses.
- Evaluated current processes and systems and establish best-in-class processes to optimize planning operations and achieve key performance indicators.
- Initiated and lead continuous improvement projects to reduce costs, enhance supply performance, and increase efficiency across planning activities such as SLOBs, inventories, and service levels.

Invest in team development and growth by providing training opportunities and fostering a culture of high performance, teamwork, and open communication to promote a high degree of commitment and morale within the planning team.

Planning scope:

Annual supply volume	9+ million Liters
Sku number	4000+
Country/Market	MY, ID, PH, SG, HK, VN, TH, AU, NZ, CN, IN, PAK, PNG, SLK

Assistant Manager, SEA Regional Supply Planning, Chocolate Category

Mondelez International

April 2020– July 2021

- Managed end-to-end Supply Planning and Distribution Network for all Cadbury chocolate products manufactured from Shah Alam plant, including Master Production Scheduling (MPS) & Rough-Cut Capacity Planning (RCCP) for Southeast Asia Region.
- Ensured sustainable supply and on-time replenishment to achieve targeted CFR, freshness, inventory level (both DIFC & DIOH), write off, and project timelines, especially during the COVID-19 pandemic with global container shortage situations and high demand fluctuations.
- Analyzed and evaluated short & long-term supply and production plans for 12-18 months and proactively highlighted any supply risks or imbalanced line capacity, while providing feasible solutions to mitigate these risks.
- Reviewed and assessed risks and opportunities for total SEA Cadbury chocolate products manufactured from Shah Alam plant in every Integrated Business Planning (IBP) cycle, leveraging insights to drive continuous improvements across the entire

supply chain.

- Conducted weekly meetings with the production planning team to review and adjust the forward replenishment plan, taking into consideration plant capacity, line utilization, manpower, and changeover requirements to ensure smooth operations.
- Collaborated with cross-functional commercial teams to address forecasting variances and communicate any supply issues, ensuring a seamless supply chain process.
- Analyzed and evaluated information and data to identify the best solution for resolving sudden supply issues in a timely manner, minimizing any potential impact on operations.
- Regularly review stock cover policies and define boundaries for all responsible DCs' finished goods, ensuring optimal inventory levels.
- Participated in cross-functional teams to optimize inventory planning and continuously improve the network footprint, such as through the cook-to-load project and IO review.

Planning scope:

Annual Sales	142 million USD
Annual production volume	11,600 ton
Brands	Cadbury chocolate, Industrial chocolate
Country/Market	MY, ID, PH, SG, Hong Kong, VN, TH, Asia Pacific direct export

Assistant Operation Manager-Shipment & Logistic

Bunge Loders Crokiaan, Malaysia

Jan 2019-Apr 2020

- Oversee the end-to-end import-export shipment and logistic delivery of soft oil trading business, ensuring smooth operations, on-time delivery, and timely shipping documentation to meet customer requirements.
- Managed the operations of specialty and commodity oils exported from Malaysia to China, ensuring high customer satisfaction, on-time shipment delivery, and timely documentation.
- Negotiated ocean freight and haulage rates with forwarders/agents, reducing logistics costs and improving company profitability. Collaborate with the commercial team on costing and customer quotations, ensuring the desired profit margin for each signed contract.
- Provided guidance, support, and decision-making to team members to resolve operational issues in a timely manner, while also overseeing day-to-day team performance.
- Continually observed and improved the current operational process flow to ensure a simple and efficient supply chain network.

Senior Supply & Operation Planner

The Hershey Company, Malaysia

Jan 2018 – Jan 2019

- Managed supply and production planning for the Chocolate Nuggets & Syrup category for 27 regional markets including Asia Pacific, Middle East, and China.
- Ensured timely production and replenishment to achieve targeted CFR, freshness, on-time delivery, write-off, and project timelines.
- Liaised with the Regional commercial team and demand planners for short-term order quantity and long-term forecasts to mitigate any potential OOS risk.
- Established and developed a new supply planning model for the new Syrup production line setup.
- Developed RCCP to check whether current resources are available to support the preliminary master production schedules. Analyzed line capacity and line utilization for the next 12-18 months.
- Optimized production output by developing an effective production schedule with minimum changeover and level loading demand.
- Reviewed weekly aging reports for WIPs & FGs, closely monitored freshness to avoid aging risk, and minimize write-offs.
- Represented the supply team in project commercialization management meetings for promotional and new product development.
- Overseen material planning and material MOQ against monthly and annual production volumes and highlighted any high write-off risks to the procurement team.
- Liaised with the production team for production standard run rate, production compliance, and manpower planning on a yearly basis.

MY Biscuits Category Supply Hub Lead

Mondelez International

April 2017– Jan 2018

- Lead the MY Biscuits Category as the Supply Hub Lead, overseeing and managing supply planning of local manufacturing biscuits & snacks from JB & Prai plant and co-manufacturers for all Domestic and Overseas DCs.
- Ensured a sustainable supply and on-time replenishment to achieve targeted CFR, freshness, inventory level (DIFC & DIOH), write-off, and project timelines.
- Analyzed and evaluated short & long-term production plans, collaborating with the production planning team to adjust the forwarding replenishment plan with consideration of plant capacity, line utilization, manpower, and change over.
- Reviewed and assessed the risk and opportunities for total company biscuits & snack products, while liaising with cross-functional commercial teams to address forecasting variances and communicate supply issues.
- Made informed decisions to resolve sudden supply issues in a timely manner, by analyzing and evaluating information and data to choose the best solution and minimize impacts on the supply operation.
- Conducted periodic reviews on stock cover policy to determine the stock policies & boundaries for all responsible DCs finished goods. Participate in cross-functional teams to optimize inventory planning and drive down network footprint continuously.

Planning scope:

Annual Sales	120 million USD
Annual production volume	25,000 ton
Power Brands	Power Brands Jacobs, Chipsmore, Tiger, Belvita, Twiesties, Cheezel, Chachos
Country/Market	MY, SG, ID, PH, Hong Kong, Asia Pacific direct export, Middle East, Maldives

Biscuits category Supply Planner, Asia Pacific region

Mondelez International

July 2014 – April 2017

- Managed the supply planning of the biscuit category, including Jacobs, Chipsmore, Tiger, and Belvita, to achieve targeted CFR, freshness, inventory levels (DIFC & DIOH), and project timelines.
- Evaluated and established the master supply plan and replenishment requirements for local manufacturing biscuit SKUs for all domestic and overseas DCs (SG, ID, HK, AP export). Collaborated with the production planner to analyze and evaluate long-term production plans by considering plant capacity, line utilization, manpower, and changeovers.
- Collaborated with cross-functional teams from the plant, supply chain, sales, trade marketing, and marketing departments to ensure weekly planning processes and operations are executed on time and achieve sustainable customer service levels for biscuit products within working capital objectives in different SEA countries.
- Resolved sudden supply operation issues in a timely manner to ensure that the supply operation returns to normal with minimized negative impacts.
- Conducted periodic reviews of the stock cover policy and determine stock policies and boundaries for finished goods for all responsible DCs. Be a part of the cross-functional team to optimize inventory planning and continuously reduce the network footprint.
- Responsible for overall master data maintenance and updates in systems associated with supply planning, such as lead times, transportation modes, sourcing information, and safety stocks, to ensure that the system effectively plans for future requirements.

Planning scope:

Annual Sales	70 million USD
Annual production volume	18,000 ton
Power Brands	Jacobs, Chipsmore, Tiger, Belvita
Country/Market	MY, SG, ID, Hong Kong, Asia Pacific direct export

Graduate Trainee (Demand and Supply Planning department)

Mondelez International

July 2013 – July 2014

- Participated mainly in Supply Chain department (demand planning, supply planning, co-packing operation & logistic) and had rotation in Sales department and plant production planning to understand overall business operation & improve business acumen.
- Responsible for supply planning of local biscuit category to achieve company's targeted CFR, freshness, and inventory level.

- Assisted in planning, management, co-ordination of co-packing projects and resolved day-to-day issues to ensure timely and accurate supply to meet ATO for market promotion.
- Worked with direct manager and cross functional team to optimize inventory and drive down network footprint. Reduced pallet requirements and double handling cost at warehouse to achieve targeted W&D cost, with expected 3 million annual savings.
- Worked with cross functional team to develop and standardize reporting system & supply chain's SOP to improve company efficiency.

Career Achievements

- Successfully led the transition of ASC Supply Planning team from South Asia Pacific Akzo manufacturing sites to KL planning Hub, resulting in a smooth transition and high achievement of OTIF 98.3% and improved planning efficiency from 2021-2023.
- Optimized the SEA Chocolate Supply Planning Structure by transitioning from a countries model to sourcing plants model, resulting in improved planning efficiency in Q2'2020.
- Improved SEA Chocolate CFR from 68.8% to 93.9% and reduced DIOH from 85.8 days to 66.6 days, during the Covid-19 pandemic period with challenges of global container shortage, delayed raw material shipments, and high fluctuations in market demand.
- Successfully implemented the "Cook to load project" in Cadbury Shah Alam plant, reducing waste in waiting time, transport time, transport cost, and warehouse cost compared to the previous process.
- Established new process flows in both SAP system and operation for blended edible oil packing in MY and export to SEA market while Bunge company supply network restructuring in 2019.
- Served as a key project member in setting up and launching new E2E production line for Hershey Chocolate Syrups products in MY Johor manufacturing plant, ensuring optimum stocks and on-time delivery to meet new customer requirements.
- Successfully reduced Hershey Nuggets WIPs and FGs ageing stock and write off by 50% through optimum stock planning while maintaining customer service levels.
- Received the YCMAD award for managing the phase-in and phase-out project of 33 Biscuit skus without any write-offs in March 2017.
- Received the YCMAD award for continuously achieving DIOH targets for the biscuits category in 2016 while driving down inventory without compromising customer service level CFR.
- Received the Manager Award for successfully launching the new platinum project (Belvita) in both ID & MY markets and leading the Big Bet promotion of power brands (Jacobs, Chipsmore & Tiger) in 2016 Q2. Timely and sufficient supply volume was ensured on ATO date to support business revenue target.
- Managed to reduce Biscuit Category Finished Goods write-off from 3M USD to 0.3M USD within two years (2014-2016) by implementing timely information flow and projects that resulted in an 89% reduction in wastage.

- Improved the Biscuit Category CFR from 96% to 98% between 2014 and 2016 without increasing inventory holding by optimizing planning and collaborating closely with related stakeholders.
- Continuously improved the CFR in 2016 by 4pp compared to the 2015 fiscal year and achieved the highest MY CFR, 99.3%, in 2016.
- Received the YCMAD award for significantly improving the company's CFR in Q2 2015, from 88% to 97.7% for the biscuit category.
- Received YCMAD awards for successful direct shipment replenishment execution in 2015, consistently executing direct shipment replenishment of biscuits to optimize distribution and warehouse cost savings.
- Received the Manager Award for establishing and implementing "one report, one process & one measurement" across different markets, contributing and performing consistently in a supply planning role during the company's restructure into a regional category model in Q1 2015. Established and standardized planning processes across regional sites.
- Successfully completed the warehouse migration, inventory boundary review, and APO system go-live project with a cross-functional team in 2014 and 2015 without negative impacts on the supply chain operation flow.

Language Proficiency

Language	Written	Spoken
English	Proficient	Proficient
Mandarin	Native	Native
Malay	Proficient	Proficient
Cantonese	N/A	Native

References

References available on request.