

DAVID ONG CHEE KONG



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Gender: Male

Age: 44

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Qualification

Qualification : MBA
Field of Study : Business
Major : Business
Institute/University : University of Gloucestershire
Grade : Merit
Graduation Date : Completed in September 2023

Certification

MBA

Qualification : Post Graduate Diploma
Field of Study : Marketing
Major : Marketing
Institute/University : Sunway College & Stamford College
Grade : Pass
Graduation Date : 2000

Certification

CIM – Post Graduate Diploma (2000)

CIM - Certificate (1999)

CIM - Advanced Certificate (1999)

Qualification : SPM
Field of Study : Economic
Institute/University : Kolej Tuanku Jaafar
Grade : Pass/Non-gradable
Graduation Date : 1997

Qualification : PMR
Field of Study : Art Stream
Major : Nil
Institute/University : Sekolah Sri Cempaka
Grade : Pass/Non-gradable
Graduation Date : 1994

OBJECTIVE

An International Business Manager to embark on an export drive that will enable the company to establish a presence in all allocated countries.

To establish committed partnerships with representatives in the selected target countries that will effectively represent our products in each of the target concerned.

To work towards becoming internationally competitive and to establishing a global brand that will underpin international business.

Ability to expand business plans and yearly administration plan that leads long term plans to develop profitability.

Looking for a challenging position as an International Business Manager to develop my skills and proficiency in a renowned organization

EXPERIENCE

February 2024 to Current

International Business Manager (HOD) – Tohtonku Sdn. Bhd.

To establish committed partnerships with distributors in the existing and new targeted countries that will effectively represent our products in each of the target concerned. To liaise with the company RA department and ensure all documents are complete before

submitting to respective countries for product registration. Build rapport with existing distributors and search for new potential distributors for the new market segment. Expansion of new SKUs for existing countries to capture market share. Ensure all payments from respective countries are healthy as it is a complete lifecycle of sales. Ensure all shipments are delivered on time before the month-end closing

May 2016 to October 2023

International Business Manager – Duopharma (M) Sdn. Bhd.

Promote company's products to new and existing customers, mainly independent pharmacies, whole sellers & chain pharmacists for the past 5 years plus. Handle products inclusive of Dermatology, urology, anti-infective, respiratory ranges, antibiotics, injectable items, dangerous drugs and psychotropic substance. Servicing existing accounts, obtains orders, and establishes new accounts by planning and organising daily work schedule to call on existing or potential sales outlets and other trade factors.

Responsibility

- Handling distributors from overseas (Vietnam, Laos, Myanmar, Cambodia, Nigeria, Sri Lanka, Macau, Hong Kong & Brunei)
- To manage stock levels and also support the distributors to roll out new products.
- To do budgeting and forecast for each and every country.
- To ensure all payment from respective countries are healthy.
- Execute product presentation.
- Build rapport with distributors.
- To ensure all reports to be submitted on time to be able to monitor closely.
- Train on Sales Manager and Sales Representatives to ensure smooth selling.
- There are 2 Sales & Marketing Executives reporting to me managing the African region and also Indian sub continental.
- Making sure all the A& P funds to be execute properly as per P & L budget.
- Working closely with the finance team to ensure all P & L to be complied as target set for the year.

Experience gained

- Leading distributors from overseas.

- Decision making.
- Management skill.

Achievement

- Excellent customer service and sales skills
- Superior communication
- Ability to motivate distributor sales & marketing team members in meeting targets
- Skilled in pitching new ideas and boosting sales figure
- Outstanding knowledge of managing distributors behaviour
- Constantly achieving sales target assign by company
 - 2016 = exceed 23% against RM3.5 million budget
 - 2017 = exceed 9% against RM5.8 million budget
 - 2018 = 96% achievement against RM7 million budget
 - 2019 = exceed 2% against against RM 7.72 million budget
 - 2020 = 98% achievement against 7 million budget

July 2013 to April 2016

Export Manager – HOE Pharmaceuticals (M) Sdn. Bhd.

Responsibility

- Handling distributors from overseas (Vietnam, Laos, Myanmar, Cambodia, Sri Lanka, Maldives, Australia, New Zealand & Africa)
- To manage stock levels and also support the distributors to roll out new products
- To set budget and forecast for each and every country assigned
- To ensure all payment from respective countries are healthy
- Execute product presentation to KOL's and also distributors
- Maintain good rapport with distributors
- To ensure all reports to be submitted on time to be able to monitor closely
- Provide training to distributor Sales Manager and Sales Representatives to ensure smooth selling
- There are 3 Sales & Marketing Manager from Singapore, Thailand and Hong Kong reporting to me
- Working closely with the finance team to ensure all P&L to be complied and target set for the year must be execute on time

- **Experience gained**

- Leading distributors from overseas.
- Decision making.
- Establish and maintain relationships with doctors, hospitals, clinics, pharmacies, local professionals and other referral sources in the medical community to promote Dermatology products

- **Achievement**

- Excellent customer service and sales skills
- Superior communication
- Ability to motivate distributor sales & marketing team members in meeting targets
- Skilled in pitching new ideas and boosting sales figure
- Outstanding knowledge of managing distributors behaviour
- Constantly achieving sales target assign by company
 - 2013 = exceed 3% against RM11.5 million budget
 - 2014 = exceed 18% against RM13.7 million budget
 - 2015 = exceed 17% against RM16 million budget

Sales Manager - Neoasia (M) Sdn. Bhd.

- Position Title: Sales Manager
- Position Level: Manager
- Specialization: Healthcare - Doctor/Diagnosis
- Industry: Healthcare / Medical
- Duration: July 2012 – July 2013

Responsibility

- To generate as much sales as possible.
- To maintain existing sales for the team.
- To look for new and potential customer and also assist all sales rep. to hit their targets.
- To ensure all payment from cash account are healthy.
- Execute product presentation.

- Build rapport with doctors and also nurses.
- Submit weekly report every first day of the week.

Experience gained

- Leading a team of six
- Decision making
- Management skill

Area Sales Manager - Pathlab (M) Sdn Bhd

- Specialization: Healthcare - Doctor/Diagnosis
- Industry: Healthcare / Medical
- Duration: Oct 2007 – June 2012

Responsibility

- To generate as much sales as possible
- To maintain existing sales in the area given
- To look for new and potential customer
- Collect payment from customer
- Execute product presentation
- Build rapport with doctors and also nurses
- Submit weekly report every first day of the week

Experience gained

- Work prioritizes
- Decision making
- Management skill

■ **Accomplishment**

- Able to exceed target given each year

Sales Executive - Kimmac Marketing Sdn. Bhd.

- Specialization: Sales - Corporate
- Industry: Healthcare / Medical
- Duration: July 2004 - August 2007

Responsibility

- To market & sell Cardiac instruments and along with medical disposable items
- Able to gain extra 40% from the target given to me
- The area being assigned are Central and Northern
- Salary is increased 3 times within one and a half year

Product Specialist - United Malaysian Medical Industries Sdn. Bhd.

- Specialization: Sales - Corporate
- Industry: Healthcare / Medical
- Duration: Jan 2004 - July 2004

Work Description: My job in this company is to devote my whole attention, energies and skills solely to the work assigned by the company. The product that I am carrying are mostly machine and O.T. lights. The area I am covering is southern area and also central.

Product Specialist - Merck Sharp & Dohme (I.A) Corp.

- Specialization: Sales - Corporate
- Industry: Healthcare / Medical
- Duration: June 2003 - Jan 2004

Working in MSD i am required to maintain and grow on the businesses. I am also required to persuade and have the doctor's commitment to use MSD product. Needless to say, I also need to detail my products to the doctors.

Additional Information

Proficiency: 0=Poor - 10=Excellent)

	Language	SpokenWritten

Chinese	9	0
English	8	8
Bahasa Malaysia	7	6

Please accept my resume and consider me as a serious candidate for the position posted recently as your recent position must been written with me in mind as the experience and skills I possess are very closely aligned with those for the position you described.

I am a detail-oriented, well-organized, hardworking and a fast learner who gets along well with staff's members and management. As you seek well-prepared candidate for your sales department, please consider my qualification.

I appreciate the opportunity to apply for this position and I am sure that my background and skills make me a qualified candidate. I am also very sure that the company is looking for candidate like me that is committed to his job. I look forward to speaking with you in the near future.

References

- George Soh = 016 331 3763 (Former General Manager, HOE Pharmaceutical)
- Loke Jee Chung = 011 1288 6832 (HOD Export Manager, Duopharma (M) Sdn. Bhd.