

## SEMRENJEET SINGH (Business Development Manager, Operations Manager)

**Phone:** +6019-760 0113

**Email:** semrenjeet@gmail.com

**Location:** Kuala Lumpur (Willing to travel, relocate & possess own transport)

**Availability:** 1-month Notice (Negotiable)



### EDUCATION/SKILLS

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**Master of Business Administration (MBA),** Anglia Ruskin University, UK

**Professional Certificate in Data Science & Analytics,** VERITAS University

**Diploma in Hospitality Management,** Pax Institute of Education, Australia

**Skills:** Operations Planning and Coordination | Customer Experience Enhancement | Product Development | Multilingual Communication | Hospitality Management & Project Management | Documentation & Reporting | Data Analysis | Security & Risk Assessment | Emergency Response Planning | Training and Development | Strategic Sales Planning | Marketing & Advertising | Firearm Handling.

**Software:** | Python | Microsoft 365 | Google Colab | Google Workspace

**Language:** English | Malay | Punjabi | Hindi | Urdu | Tamil

### PROFESSIONAL EXPERIENCE (17 YEARS)

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#### 1. Business Development Manager – Fantastic Tour World Sdn, Malaysia (Nov 2022 – Present)

- Played a pivotal role in establishing Fantastic Tour World Sdn, Malaysia, from its inception, contributing to its strategic planning and execution, which has resulted in substantial revenue growth and ongoing business expansion.
- Led the meticulous setup and management of daily operations, including budgeting, and assembled a high-performance team instrumental in the company's journey from inception to its current stage.
- Successfully introduced and launched innovative travel products, ensuring their strict compliance with industry standards and regulations, thereby establishing a strong foundation for the company's market presence.
- Designed and executed effective marketing strategies, with a specific emphasis on customer satisfaction and retention, which has been instrumental in building the company's reputation and customer loyalty.
- **Projects Involved/Achievements/Milestones:**
  - **Licensing and Regulatory Compliance (Nov 2022 – Present):** Successfully obtained all necessary licenses and ensured strict adherence to industry standards and regulations, a critical step in our business journey.
  - **Operational Establishment and Optimization (Nov 2022 – Present):** Led the setup and optimization of company operations, including budgeting and process development, to create a strong operational foundation, which has allowed the business to thrive.

#### 2. Security Manager – Intake Eighteen Security Sdn Bhd (Jan 2020 – October 2022)

- Lead and manage in-house and contracted security guard staff including staff performance management and contract performance management
- Oversee the day to day security activity and department administration.
- Develop metrics and measures to ensure safe and secure environment is maintained. Review matrices for continuous improvement.
- Develop and deploy specific security related training programs/drills like bomb threat, abduction, etc. and evaluate effectiveness and devise corrective actions.
- Coordinate closely with internal and external business partners (contractors, consultant, and internal departments) to ensure a safe and secure workplace. Liaise and maintain good rapport with authorities like police as and when required.
- **Projects Involved/Achievements/Milestones:**
  - Collaborate closely with cross-functional teams, ensuring seamless project execution and efficient resource coordination.
  - Successfully implement efficient project management methodologies, resulting in a commendable 15% cost savings and 20% improved profitability.

### **3. Security & Soft Skills Trainer – Freelancer (Jan 2020 – Present)**

- Conduct comprehensive soft skill training programs for security personnel, focusing on effective communication, teamwork, leadership, and risk management.
- Provide specialized safety and security training to security guards, equipping them with the necessary skills and knowledge to handle various security situations.
- Develop and deliver customized training modules tailored to specific client requirements and industry standards.
- Offer guidance and support to enhance the professionalism and effectiveness of security teams.
- Evaluate training outcomes and provide recommendations for continuous improvement.
- **Projects Involved/Achievements/Milestones:**
  - Collaborate closely with cross-functional teams, ensuring seamless project execution and efficient resource coordination.
  - Successfully implemented efficient project management methodologies, resulting in a commendable 15% cost savings and 20% improved profitability.

### **4. Operations Manager & Chef – Suburban Burger Pty Ltd, Australia (Nov 2017 – Oct 2019)**

- Responsible for managing daily operations and accountable for operational results
- Coordinate and allocate staff distribution in the area to ensure sufficient and appropriate manpower under my responsibility, and establish a good team that works in a coordinated and cooperative manner
- Managed relationships with suppliers, negotiating contracts and ensuring timely delivery of high-quality ingredients.
- Interact with guests, addressing their inquiries, concerns, and feedback in a professional and prompt manner.
- Optimized business processes, resulting in increased capacity to cater to up to 200 bookings while maintaining exceptional quality.
- **Projects Involved/Achievements/Milestones:**
  - Spearheaded 10% cost-saving initiatives, increasing efficiency.
  - Implemented innovative menu setup, driving 20% sales growth.
  - Led and motivated a team of 30, enhancing productivity and morale.
  - Achieved rapid career progression from staff to manager within 12 months.

### **5. Operations Manager – Secure Shield Security Sdn Bhd & Armour Guard (M) Sdn Bhd (Mar 2012 – Feb 2017)**

- Recruit, orient, and train security personnel on appropriate security rules and procedures
- Develop and enforce security protocols, policies, and procedures necessary for safeguarding lives and property
- Prepare and control the budget for security operations to ensure delivery of high-quality security services
- Oversee the coordination of staff during an emergency situation
- Keep track of incidents in order to evaluate them and recommend a course of action
- Managed and directed a team of 200 Nepali security guards, overseeing recruitment, training, and day-to-day operations.
- **Projects Involved/Achievements/Milestones:**
  - 10% reduction in security staffing expenses through strategic resource allocation.
  - Implementation of efficient scheduling systems to optimize coverage and reduce overtime costs.
  - Thorough assessments and cost-effective solutions implemented for security operations.
  - Successful acquisition of new projects, resulting in a 18% increase in profit months.

### **6. Marketing Business Development Exec – Professional IT & Skill Training Centre Sdn Bhd (Jun 2011 – Feb 2012)**

- Business Growth: Identified opportunities to expand market presence and revenue streams.
- Strategic Development: Executed initiatives driving growth and client acquisition.
- Compliance: Ensured adherence to government regulations in training-related activities.
- Event Coordination: Assisted in planning and executing workshops, seminars, and conferences.
- Digital Engagement: Managed online presence, fostering a more engaged online community.
- **Projects Involved/Achievements/Milestones:**
  - Achieved key milestones including market expansion (Jan 2012, +15% revenue), client acquisition (Oct 2011, +20% client base), compliance improvement (Sep 2011, -15% operational costs), event coordination (Jul 2011, 100+ participants), and digital engagement (Jun 2011 to Feb 2012, +25% social media followers).

## 7. **Auxiliary Police Officer – CERTIS CISCO Auxiliary Police Force Ptd Ltd (Jul 2006 – Mar 2011)**

- Maintained security and ensured strict adherence to regulations, promoting a safe environment.
- Led a team of dedicated security guards, providing comprehensive training and guidance to enhance their performance.
- Actively reported on security matters, providing valuable insights to improve safety measures and procedures.
- Fostered positive client relationships through effective communication and professionalism.
- Conducted regular patrols, effectively managing crowd control and traffic management.
- Conducted thorough equipment and facility checks, ensuring proper functioning and readiness for duty.
- **Projects Involved/Achievements/Milestones:**
  - Demonstrate exceptional physical proficiency, earning an IPPT Gold award and excelling in firearm handling.
  - Receive a letter of compliment from Tanglin Police Division for swift response and assistance in apprehending assailants.
  - Recognized for excellent service and conduct as a member of Certis CISCO Auxiliary Police Force.

## **PROFESSIONAL CERTIFICATE / TRAINING**

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- Travel and Tour Management Courses by Attim
- Certificate IV in Commercial Cookery--Pax Institute of Education, **Australia**
- Certificate III in Commercial Cookery -Pax Institute of Education, **Australia**
- CPCCOHS100QA Work Safety in the Construction Industry, **Australia**
- SE-SO-103S-0 Conduct Security Screening Equipment-Based Training, **Singapore**
- SE-SO-204E-0 Use of T-Baton, **Singapore**
- SE-SO-102S-0 Conduct Crowd and Traffic Control, **Singapore**
- Fire Safety
- Managing Performance
- Advertising & Marketing Management
- Diversity and Discrimination
- Data and Records Retention
- Controlling Conflict, Stress, and Time in a Customer Service Environment
- Team Roles and Relationships
- Reporting Back on Implementation
- Hiring Employees & Managing Employees
- Difficult Conversations in the Workplace – Manager Course

## **ACHIEVEMENTS**

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- Demonstrate exceptional physical proficiency, earning an IPPT Gold award and excelling in firearm handling.
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## **REFEREES**

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<b>SIDD</b> Associates Director Fantastic Tour World Sdn, Malaysia <b>+60173788011</b>	<b>Gurcharan Singh</b> Associates Director Intake Eighteen Security Sdn Bhd <b>+60163128013</b>	<b>Sumith</b> Supervisor Suburban Burger Pty. Ltd., Australia <b>+61470322356</b>
<b>T S L Selvie</b> Auxiliary Police Office (W/Sgt) Certis ID: 16887 Certis Cisco PTD LTD. Singapore <b>+65 8498 7840</b>		