



## **GARY TAN HONG GUAN**

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### **Summary**

More than 20 years of extensive experience in strategic planning, sales management and wide spectrum marketing across education, financial, advertising, trading and training verticals. Possesses impeccable track record in areas of driving sales performance, marketing and promotional strategies, organizing marketing campaigns and events, as well as the capability to meet sales targets consistently coupled with strong leadership qualities. Recognized as a good marketing strategist and top sales, especially in the education industry.

### **Core Competencies**

- Strong Team Builder
- Strategic Planning
- Sales Management
- Marketing and Promotion
- Tactical Advertising
- Business Plan Presentation
- Event Management
- Campaign Management
- Public Relations
- Market Research
- Competition Analysis and Monitoring
- Consumer Behaviour
- Customer Service Excellence
- Human Capital Management
- Resource Management
- Public Speaking
- Digital Marketing Management
- Government Agencies and Agents Connection
- Start Ups Management

## Career Highlights

- Industry high group profit of RM72 million Profit Before Tax (PBT) in 2011 (SEGi University Group)
- Group most profitable branch, achieving RM36 million PBT in 2011 (SEGi Kuala Lumpur branch)
- Most profitable branch for 9 years in a row from 2008 – 2016 (SEGi Kuala Lumpur branch (2008 - 2013) & Segi University Kota Damansara (2014-2016))
- Promoted from Branch Manager to Senior Manager to Group Sales & Marketing Director in the space of 5 years from 2007 – 2012 (SEGi University Group)
- Turnaround SEGi University Kota Damansara performance from first 2 quarters loss of RM10mil in 2013 to a RM20 mil by end of 2014.
- Turnaround a company from a deficit position of more than RM4 million to a break-even position and subsequently more than RM1 million profit from 2016 – 2019 (IUMW)
- Invited to become the Moderator for the 1<sup>st</sup> Education Malaysia Global Services (EMGS) Symposium in 2019, held in HELP University, Subang Campus.
- Recruited 10,000 merchants in the space of 1.5 years as part of Merchant Acquiring exercise with Beez Fintech (owner of bayarlah payment platform) from 2021-2023
- Initiated collaboration with the Ministry of Entrepreneur and Co-operatives Development and Selangor State Government in 2022
- Initiated collaboration between City University and International Islamic College (IIC), a fully owned subsidiary of IIUM, in 2023

## Working Experience

**Director of Sales & Marketing** at City University

**Chief Operations Officer (COO)** at City Academy

Industry: Tertiary Education

August 2023 – July 2024

My role as the Director of Sales & Marketing is to oversee recruitment of local students by executing different sales and marketing strategies using various channels.

My role as Chief Operations Officer (COO) is to restructure, reform and to stabilise the operations of City Academy and at the same time set new goals and objectives in terms of student recruitment, collaborations and new programme partners.

## **Highlights**

- Restructured and stabilised the high turnover of staff in both City University and City Academy.
- Given additional responsibilities to also head the Postgraduate Division and Marketing Communications Department due to my impressive performance in solving earlier problems within the university.
- Restructured the hiring process of sales & marketing staff, which was also adopted by some other departments subsequently.
- Improved inter department communications, especially between the academic and non-academic factions.
- Initiated collaboration between City University and International Islamic College (IIC), a fully owned subsidiary of IIUM, in 2023

## **Key responsibilities**

- To formulate and implement strategic marketing plans that leads to achieving sales and marketing objectives.
- To oversee and develop promotional strategies that enhance sales efficiency.
- To conduct marketing research that leads to long term sales strategies.
- To develop and recommend product and service positioning strategies which can increase market share and profitability.
- To maintain and build rapport with stakeholders and key strategic partners.
- To develop sales forecasting activities for assigned segments and set performance goals.
- To provide leadership to the day-to-day sales operations of the local sales and marketing department, which is aligned with the company's strategic goals.
- To analyse sales statistics that determines business growth opportunities.
- To analyse and control expenditure of local sales and marketing department which conform to budgetary requirements.
- To oversee all hiring, training, and firing activities of sales personnel in the local sales and marketing department.
- To coordinate sales operations with other depts and initiate action plan

## **Chief Sales and Strategy Officer** at Beez Fintech Sdn Bhd

Industry: Financial Technology

August 2021 – July 2023

My role is to lead sales teams across 7 different states throughout Malaysia to promote the company's payment gateway and financial services through various channels, initiate collaborations, and long-term brand building.

### **Highlights**

- Established fully functional and performing sales teams in 7 states within the space of 6 months, with no less than 60 team members actively recruiting.
- Established strong agent networks in the other states in the subsequent 3 months to ensure the company is represented throughout the country.
- Established a strong and continuous working relationship with the Ministry of Entrepreneur and Co-Operatives Development and the Selangor State govt. to assist micro-SMEs throughout the country set up payment gateways.

### **Key responsibilities**

- To formulate and implement strategic marketing plans that leads to achieving sales and marketing objectives
- To oversee and develop promotional strategies that enhance sales efficiency
- To conduct marketing research that leads to long term sales strategies
- To develop and recommend product and service positioning strategies which can increase market share and profitability
- To oversee all hiring, training and firing activities of sales personnel
- To coordinate sales operations with other depts and initiate action plan
- To source for agents and various sales channels to market products and services
- To initiate collaborations with government agencies and developing business opportunities
- To formulate launching strategies for new products and services
- To strategize long and short-term growth of company
- To form new teams in different states and regions as part of nationwide expansion plan

**Director of Sales & Marketing** at International University of Malaya-Wales (IUMW)

Industry: Tertiary Education

June 2016 – Dec 2019

My main role is to oversee recruitment of both local and international students by executing different sales and marketing strategies using various channels.

Additionally, I was also the de-facto COO of the company as I report directly to the Executive Director of University Malaya Holdings (UM Holdings) on all matters pertaining to the operations and growth of the university.

**Highlights**

- Recruited to turnaround a university that was deep in the red and assist a management team that has no experience in running a private university.
- Implemented a tried and trusted system of human capital, commission and marketing system, successfully introduced since SEGi University.
- Re-balanced the student population from a majority of 80% Bumiputra students to 45% Bumi, 23% Indians, 17% Chinese and 15% International students by 2019.
- Turnaround the company from red in debts in 2016 to a profitable one by the end of 2019.
- Was the de facto COO of the university as I was to report all pertaining matters to the Executive Director of UM Holdings.

**Key responsibilities**

- To formulate and implement strategic marketing plans that leads to achieving sales and marketing objectives
- To oversee and develop promotional strategies that enhance sales efficiency
- To conduct marketing research that leads to long term sales strategies
- To develop and recommend product and service positioning strategies which can increase market share and profitability
- To develop sales forecasting activities for assigned segments and set performance goals
- To provide leadership to the day-to-day sales operations of both the local and international sales and marketing department, which is aligned with the company's strategic goals
- To analyse sales statistics that determines business growth opportunities
- To analyse and control expenditure of both local and international sales and marketing department which conform to budgetary requirements
- To oversee all hiring, training and firing activities of sales personnel in both local and international sales and marketing department
- To coordinate sales operations with other depts and initiate action plan
- To manage and provide report on activities for all departments within the university to the Executive Director of UM Holdings

## **Director of Sales & Marketing** at SEGi University Group

Industry: Tertiary Education

- **Sales & Marketing Manager:** Mar 07 – Dec 09
- **Senior Sales & Marketing Manager:** Jan 10 – Dec 11
- **Group Director of Sales & Marketing** Jan 12 – May 16

Mar 2007 – May 2016

My role in SEGi College Kuala Lumpur was to head the sales & marketing department of the branch (2007 – 2011) till my subsequent promotion to Group Director of Sales & Marketing in 2012, whereby I was in charged of all sales & marketing activities for the entire SEGi Group of University & Colleges

### **Highlights**

- Created a hiring system that was based on mentorship, transparency, fairness & equality that has since been replicated in various other education institutions.
- Majority of staff were recruited from potential SEGi students and groomed to climb the corporate ladder, many of whom are presently either already in the management team of SEGi Group, other education institutions or well-known organisations of other industries.
- Many of these talents subsequently followed me on my journey to other education institutions and established a successful career there.
- Introduced an attractive commission and remuneration system that helped to reduce turnover of sales staff, which was subsequently followed by the other SEGi branches, and still in use today.
- Introduced a divide and conquer strategy with substantial power delegation to trusted and capable team members to head different divisions and teams with fully functional hierarchy, reporting and promotion-from-within system.
- Established SEGi KL branch as the no. 1 branch in terms of profitability and student numbers for 6 years in a row before being promoted and transferred to Group level to lead the flagship Kota Damansara campus and subsequently also managed to re-position SEGi University Kota as the no. 1 branch.
- Grew the KL campus from a capacity of 1.5 buildings to 5 full-fledged office buildings at the height of its glory due to massive increase of student numbers.
- Promoted 3 times within the space of 5 years and was the youngest member to sit in the Exco Committee and Top Management at 31 years old and groomed to take over higher positions in the future.

### **Key responsibilities**

- To formulate and implement strategic marketing plans that leads to achieving sales and marketing objectives at Group level
- To oversee and develop promotional strategies that enhance sales efficiency
- To develop and recommend product and service positioning strategies which can increase market share and profitability
- To maintain and build rapport with stakeholders and key strategic partners
- To develop sales forecasting activities for assigned segments and set performance goals
- To provide leadership to the day-to-day sales operations of both the local and international sales and marketing department, which is aligned with the company's strategic goals
- To analyse sales statistics that determines business growth opportunities
- To analyse and control expenditure of both local and international sales and marketing department which conform to budgetary requirements
- To coordinate sales operations with other depts and initiate action plan

## **Early Career History**

### **Assistant Manager** at LHM Marketing

Industry: Trading

Apr 2005 – Feb 2007

My role is to source and import various fashion and accessories labels from surrounding Asian countries, which will then be distributed in the Klang Valley.

### **Key responsibilities**

- To lead and train the sales & marketing department of the company, which started with 5 members and subsequently increased to around 20 people.
- To identify growing business opportunities in the market and then formulate strategic plans, market segmentations and business developments.
- To offer consultation services to clients with regards to business opportunities, development and marketing solutions.
- To identify ideal locations and help plan roadshows and events for clients.

### **Account Executive** at Publicis (M) Sdn Bhd

Industry: Advertising Agency

Aug 2004 – Mar 2005

My role is to service and communicate with the agency's clients and to ensure we deliver all advertising and promotional items within the stipulated deadline.

### **Key responsibilities**

- To handle 2 major clients, which were Cycle & Carriage Bintang Berhad (Automotive) and MBF Cards (M'sia) Sdn Bhd (Credit Card Company).
- To service the client, which includes:
  - getting briefs from the client
  - working together with the creative department
  - getting Above-the-Line (ATL) & Below-the-Line (BTL) items out on time
  - writing contact reports and
  - update work-in-progress (WIP)

### **Career Advisor** at Career Development Center

Industry: Training

June 2003 – Jul 2004

My role is to research and approach potential clients, which were mainly manufacturing companies, offering them our range of training programmes and consultative services on sales and marketing.

### **Key responsibilities**

- To do marketing research, sales and consultative services.
- Visited more than 300 manufacturing companies in the state of Perak (Malaysia), which included many listed and multi-national companies (MNC).
- To conduct interviews and provide consultative services to top management personnel and company owners, which included Managing Directors and General Managers.
- Led the company's team in the 2003 HRD Exhibition Show in Sunway Pyramid Convention Center, Selangor. In charge of planning and execution with assistance from top management and support of the design and marketing team.
- To develop business proposals for clients.
- To deal with school principals and handle education events.
- Participated in the Financial Road Show in Subang Jaya as part of learning experience to organize similar event in Ipoh.
- Successfully handled the SMI Financial Road Show in Ipoh, which till this date has the highest number of attendances in the country.
- To work closely with the SMI Association of Malaysia, as my employer was the Vice Chairman of the Entrepreneurship Bureau.
- To participate in meetings with high-ranking government officers, which included ministers and deputy ministers.



## Education

**Bachelor of Commerce** from Curtin University, Perth, WA

Graduated Jul 2002

## Key skills

- Overall Pearson's PTE Score (IELTS Equivalent) of 78 out of 90
- Microsoft Words
- Microsoft Excel
- Microsoft PowerPoint

## Hobbies, Interests and Achievements

- State soccer player
  - Primary, high school, college, university and state level.
- State water polo player
  - High school and state level
- Other Sports
  - High school level in:
    - Basketball
    - Volleyball
    - Handball
    - Field and Athletics
    - Table Tennis
    - Chess

## Language

- Fluent English (Read, Write and Spoken)
- Fluent Malay (Read, Write & Spoken)
- Fluent Cantonese (Spoken)
- Intermediate Chinese (Spoken)