**HAIRULRIZAL SAMURI**

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***SUPPLY CHAIN, LOGISTICS, PROCUREMENT, WAREHOUSE DIRECTOR/GENERAL MANAGER***

* Senior Management professional with 2 decades of experience in managing supply chain, procurement, logistics and distribution in the semiconductor, oil and gas, FMCG and construction industry.
* Track record of success in setting up effective strategic and operational plans, financial and budgetary controls system for maintaining organizational bottom lines.
* Skilled in conducting supplier and contract reviews to ensure compliance to the contractual KPI’s and SLA’s, identify improvement areas and minimizing risk and impact to the daily operation.
* Subject matter expert in implementing Demand Planning procedures and protocols encompassing product purchasing agreements, logistics and warehousing.
* Adept at buffer stock planning / maintenance and overall systems integration providing control and visibility across all operations.
* A visionary executive and thought leader, with great communication skills, analytical ability and decision-making process, pertaining to distinctive business scenarios.
* A resourceful manager, recognized for building, retaining, motivating, and guiding high performing teams to deliver organizational objectives.

***SKILL-SET***

* Strategic Planning • Budgeting, Profit & Loss, Sales and Marketing • Sourcing & Procurement • Supply Chain Optimization, Inventories Management • Trade & Compliance, Warehouses • Orders Fulfillment, Sales and Operation Planning (S&OP), Manufacturing and Operational Excellence • Transportation & Fleet Management • Staff Welfare • ISO Compliance • Vendor Development • Team Leadership, Six Sigma

***WORK EXPERIENCE***

**Director, Supply Chain, August 2023 – Current**



**Omya Malaysia, Shah Alam/Ipoh, Malaysia**

**Highlights:**

* Generate freight saving (USD 900K) by converting to breakbulk shipment during container peak season.
* Improve inventory accuracy at warehouse from 70% to 99% by introducing WMS.

**Key Responsibilities:**

* Represent the SCM function and contribute beyond that for the performance of the Country.
* Establish effective performance management system with regards to supplier performance.
* Ensure all staff are well trained, managed and organized. Identify good performers and establish development plans.
* Foster a safety mindset. Ensure all safety rules and requirements are strictly adhered to.
* Continuously identify optimization opportunities for best in class (practices and process).
* Manage effectiveness and efficiency of S&OP processes relating to customer service and logistics roles.
* Customer Service
* Closely liaise with customers and internal stakeholders to establish relationship and meet defined requirement.
* Ensure that all order processing is done timely within defined lead-times and completed for the day.
* Attend, resolve & monitor customers complaints in collaboration with stakeholders in a timely manner.
* Logistics
* Ensure logistics service are provided on time and at optimal cost. Ensure communication to all stakeholders (customers, suppliers, service providers, etc) is timely and accurate.
* Review logistics services on a regular basis with subsequent tendering of the required services.
* Regularly review distribution / logistics / warehouse network and identify optimization potential.
* Procurement
* Closely liaise with stakeholders to understand needs for locally procured services and goods.
* Understand cost drivers and market dynamics and apply appropriate method for sourcing (RFQ, tendering, etc) for external and internal suppliers.
* Review spends on regular basis and identify optimization potential.
* Ensure adequate local input for regional and global procurement activities.



**Global Director, Supply Chain and Operations, January 2021 – May 2023**

**Twinstar Home, Ho Chi Minh City, Vietnam**

**Highlights:**

* Improved 20% operation efficiencies by enhancing the ERP system module (Microsoft Dynamics).
* Improved product sourcing cost by leveraging multiple suppliers within Asia.

**Key Responsibilities:**

* Lead teams, workflows, processes, and systems supporting:
* Customer shipping programs
* Factory production schedule management and oversight
* Factory onboarding process
* Placement and monitoring of purchase orders
* Coordination of customer sampling, third party testing, and inspection
* Arrange social auditing requirements of customers
* Instruction manual, artwork, packaging and labelling oversight
* Asia transportation and warehouse management
* Customer program management and service
* Develop supply side operations strategy for Asian manufacturing partners (Vietnam, Malaysia, Cambodia, Thailand, and China).
* Implement Supplier Master Purchasing Agreements for newly sourced vendors.
* Lead team and suppliers to achieve Right Product on Time and Complete (RPOC) > 98%.
* Train and educate Asia staff regarding customer, vendor and logistics guidelines.
* Collaborate with Finance to manage accounts receivable, warehousing, and freight costs effectively.
* Prepare supplier capacity and demand management analyses by product and geography in collaboration with US planning team.
* Ensure logistics and production scheduling teams exceed their operating goals.
* Collaborate with peer functions and leader in Finance, Quality, NPD and Sourcing to achieve project milestones and RPOC goals.
* Manage suppliers to achieve company operational and customer service goals.

**Head of Supply Chain, Logistics and Warehouse, May 2019 – Jan 2021**

**BMT Logistics /CJ Foods Vietnam, Ho Chi Minh City (Vietnam)**

**Highlights:**

* Improved customer’s On Time In- Full (OTIF) performance from 70% to 95% during first month.
* Solved the real time POD performance from 65% to 99% by introducing system automation.
* Generated 5%-10% operational savings by leveraging and improvising S&OP, warehousing and distribution processes.

**Key Responsibilities:**

* Develops and executes an evolved strategy for Supply Chain in line with Global Supply Chain strategy to ensure the continuous performance and growth of manufacturing supply chain.
* Leads the Supply Chain team and drives the improvement of operational excellence and organizational efficiency through developing and implementing KPI based management.
* Build central planning function and lead adapted S&OP process to evaluate mid and long-term unconstraint demand for appropriate capacity planning.
* Develop and implement effective procurement strategy, policies, procedure and ensure compliance.
* Discover profitable suppliers and initiate business and organization partnership to secure advantageous terms.
* Foresee alterations in the comparative negotiating of suppliers and clients and perform risk management for supply contract and agreement.
* Plan and implement competitive distribution, transportation and 3PL strategies that support best in class performance to achieve strategic and annual operating targets.
* Leads the Logistics and Warehouse Operation and continuously improve procedures, processes and system capabilities.
* Analyse and improve network design by determine the optimal number, size and locations of facilities and fleets required.
* Leverage Transportation Management System and Warehouse Management System to drive improvements through simplification and automation of processes.

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| **General Manager, Supply Chain, Logistics and Warehouse, Oct 2013 – Apr 2019**  **Cement Industries of Malaysia Bhd (CIMA), UEM Group (Kuala Lumpur, Malaysia)** |  |

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| **Highlights:**   * Spearheaded supply chain projects that incorporated strategic sourcing, inventory management and distribution. Annual savings of over RM 2 Million * Reduced 1 Million transport cost by optimizing selection mode using a combination of rail and truck capabilities * Enhanced On Time Arrival (OTA) from 67% to 99% by implementing GPS system, improve stock availability and operational plants capacity rate from 75% to 99% through S&OP process. |

**Key Responsibilities:**

* Lead the development and implementation of a clear vision and strategy for the Supply Chain function. Involved in setting up and maintaining short and long-term operational goals and strategies related to procurement, inventory management, demand fulfillment, production planning, logistics and distribution based on statutory regulations.
* Developed and implemented strategies for profit and loss (P&L) of various distribution points based on Annual Operating Plan - Sales Budget, Sales Mix and Plant Capacity.
* Worked on developing innovative and cost-effective procurement strategies including procurement policies and system strategies to support tendering, contracts management, spend analytics and supplier performance management.
* Represented the organization in tender management and contract negotiations aimed at maintaining organizational P/L. Set up strategies for retaining / enhancing existing market share across the target market segment.
* Development and deployment of strategies and tactics surrounding demand consensus – forecasting tools, supply and demand planning, production and inventory control plans.
* Acquainted team members with corporate, OHSE and other governmental laws and regulations for implementing the same in day-to-day business transactions.
* Collaborated with various support teams in aligning organizational business objectives to individual team plans. Defined promotional analysis framework to evaluate ROI on promotion investment.
* Ascertained sales promotion effectiveness as well as other related business factors by comparing existing transactions and revenue with historical data.
* Rendered qualitative presentations highlighting organizational, product and service capabilities to existing clients as well as prospects for identification and development of new business opportunities.
* Designed and implemented improvement projects aimed at enhancing revenue generation through optimized resource utilization and streamlined processes.
* Enhanced efficiency and effectiveness of all logistics areas and warehouses including systematic storage and retrieval of cargo (FIFO) and timely delivery to customers (On Time Delivery).
* Prepared and maintained effective succession planning for future leadership and management team by implementing continuous development programs across people and systems leading to enhanced team capabilities, workflow, quality and costs.
* Functioned as Head the SAP implementation project for logistics in order to enhance the company’s business functionality and overall process performance.

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| **Regional Logistics / Warehouse Head, ASEAN, Oct 2011 – Oct 2013**  **BlueScope Steel Asia (Kuala Lumpur, Malaysia)** |  |

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| **Highlights:**   * Acknowledged for enhancing delivery accuracy (from 87% to 99%) and optimizing costs by conducting Freight Sourcing RFQ (10%-20%) across ASEAN. * Successfully implemented truck innovation initiative by improving truck payload efficiency and material stock accuracy from 80% to 99%. |

**Key Responsibilities:**

* Involved in end to end management of ASEAN Logistics and Distribution function (procurement, import, export, trade compliance, warehousing, S&OP and inventories).
* Ensured compliance to organizational policies and procedures pertaining to regional operations, project management and contract management.
* Defined and implemented standardization of logistics process across ASEAN sites and rendered support and guidance to all country offices.
* Coordinated with third party logistics providers on a global basis pertaining to sourcing, contract negotiations, cost controls, monitoring quality of service and efficiency of operations.
* Partnered with Country Presidents and in-country operations teams (matrix organizational structure) for recommending and implementing improvement initiatives related to day to day business transactions.
* Assessed and approved high-level procurement, leases and other large value or high-risk financial commitments. Rendered support to regional warehouse teams for effective storage and distribution of all program stocks.

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| **Logistics and Warehouse Manager, Mar 2010 – Oct 2011**  **BESI Asia Pacific (Kuala Lumpur, Malaysia)** |  |

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| **Highlights:**   * Managed all aspects of demand analysis and forecasting contributing to increased profit by 10% * Successfully enhanced delivery accuracy (from 57% to 98%), optimized costs by conducting Freight RFQ (20% - 30%). * Set up material stock accuracy from 75% to 96%. Managed new LMW license applications. |

**Key Responsibilities:**

* Spearheaded operations related to freight costing and budget (Supply Planning, Logistics-Export/Import, Shipping and Raw Materials Warehouse, Custom & Trade Compliance, 3PL Warehouse).
* Leads S&OP processes and meetings with key cross-functional interactions (Commercial, Marketing, Finance, Sales, Technical Service) and facilitates senior management alignment with key forecast decisions.
* Completes forecasts each month based on regional S&OP inputs driving purchase requirements.
* Set up warehouse and shipping procedures for maintaining accuracy of stock to support production need and administration over the shipping operation.
* Managed day-to-day operation on stock control and shipping including of import, export, custom clearance. Prepared and maintained updated documentation related to receipt and issuance of stock and delivery.
* Involved in end to end management of warehouse to ensure prompt delivery goods, optimum stock of inventory. Ensured compliance to local custom or authorities.
* Functioned Head the SAP implementation project and ensured seamless implementation of project phases in compliance to project SLA parameters.
* Coordinated with the forwarding agent to expedite on import and customs clearance and with the packing agent pertaining to delivery of products to customers.
* Followed up with Sub-con section, purchasing and Account Department over assembly requirement and documents for billing.

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| **Logistics and Warehouse Manager, Mar 2007 – Feb 2010**  **Emerson Process Management (Nilai, Malaysia)** |  |

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| **Highlights:**   * Optimized 20% - 30% freight and trucking cost saving by conducting RFQ. Set up Delivery Control Team to improve delivery accuracy (from 60% to 97%) * Rolled out milk run (console) trucking service from Thailand and Singapore. Transitioned VMI materials relocation from 3PL Warehouse * Optimize resource allocation by using statistical model to forecast future demand. As result, improved forecast accuracy by 10% and reduced on hand inventories. |

**Key Responsibilities:**

* Provide direction for the creation of a monthly supply plan process by the manufacturing team then validate performance versus plan.
* Develop capacity planning process to align and balance supply with demand to provide input for labour and equipment requirements for short and midterm planning.
* Map the supply model (make to order, finish to order, make to stock) based on business rules, forecast demand and historical sales performance.
* Develop metrics for forecast accuracy, planning data integrity and accuracy, S&OP performance, service and inventory metrics.
* Manage and optimize network inventory including analysis of excess, slow moving and obsolete inventory
* Led Global Logistics (Shipping Operations and Warehouse team on deliveries to countries worldwide – Asia Pacific, Middle East, Europe and Latin America).
* Set up appropriate policies, routing aimed at seamless implementation of the logistics process. Managed operation on stock control and material issuance to production and maintain high stock accuracy.
* Optimized operation cost by evaluating logistics management of materials, finished goods inventories, import/export routing, custom & trade compliance. Assessed inventory balances, transactions and reconciliation.
* Prepared and presented various status reports for the senior management and other stakeholders to enable effective decision making.

**Assistant Manager – Logistics and Demand Planning** 

**Flextronics Technology (Shah Alam) Sdn Bhd (eka Ericsson Mobile), Shah Alam, Malaysia (Mar 1999 – Feb 2007)**

* Involved in end to end management of import/export shipment/materials from all regions, evaluating forwarders' performance to support production plan.
* Maintained organizational P/L by evaluating and optimizing freight costs, maintaining accuracy and integrity of inventories at staging area and warehouse storage locations.
* Assessed customer orders and prepared production schedules. Evaluated production KPIs including Ericsson Master Planning based on production and material capacities.
* Leads the S&OP meeting with production and procurement team to ensure orders schedule can be achieved.
* Interacted with government authorities (Custom, MIDA, MITI, MCCI and Treasury). Followed up with customers for furnishing business trade documents and ensuring availability of shipping documents approved by Local Authority.
* Collaborated with various support teams pertaining to renewal of IPC and LMW as well as submission of various monthly reports based on statutory requirements.
* Communicated with the Section Manager for resolution of issues highlighted by government authorities and other business trade requirements.

**Major Highlights**

* Enhanced delivery accuracy from 70% to 96% and resolved 1.5 Million variances at FG warehouse.
* Successfully set up WMS programs to improve materials management at Finished Goods (FG) Warehouse.
* Groomed and mentored the Trade and Compliance team to cater to requirements from Custom, MITI and Embassy.

***EDUCATION***

* MBA (Strategic Management), Malaysia University of Technology – Malaysia, Kuala Lumpur, 2007
* Bachelor Degree in Business Admin (Hons. Human Resources), Mara University of Technology – Malaysia, Shah Alam, 2000
* Diploma in Banking, Mara University of Technology – Malaysia, Terengganu, 1998

***TRAINING & CERTIFICATIONS / WORKSHOPS***

* Leadership Acceleration Programme - Future Leaders International, Kuala Lumpur, 2016
* Cert IV in Training and Assessment (TAE40110) – MCI Australia, Kuala Lumpur, 2012
* SAP (Supply Chain Module) Training Certificate, 2010
* Members of Malaysia Institute of Logistics (MILT)
* Speaker for SIRIM's Kuala Lumpur Conference 2017 : Best Practices for Green Logistics Implementation
* Malaysian Certificate of Education (SPM), Royal Military College (RMC),

***PERSONAL PARTICULARS***

* Date of Birth: 08 June 1977
* Languages: English, Malay and Indonesia
* Nationality: Malaysian
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