



PERSONAL DATA

Date of Birth:	14 th February 1977
Nationality:	Malaysian
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PROFILE

A charismatic individual with proven track records delivering extraordinary growth for the organization through active leadership. Within 24 years of logistics experience, I am humbled to have won many achievements for delivering growth & profitability and the recent success is leading DHL Supply Chain Malaysia to become the first country in APAC to hit the sales target 3 years in a row 2021 – 2023

- 24 years sales experience
- 12 years P&L ownership
- 9 years in Express / Courier
- 7 years in Freight Forwarding
- 6 years in Contract Logistics/Warehousing
- 2 years in Medical Services

STRENGTH

- Great Leadership Qualities
- Public Relation & Network
- Solutions Commercial Approach
- Oil & Gas Industry Knowledge
- Technology Industry Knowledge
- Automotive & Engineering Knowledge
- Project Cargo
- Retail Industry Knowledge

CAREER DEVELOPMENT

June 2024 – Present

Aramex Malaysia Sdn Bhd

Position : Head of Freight Forwarding Unit

Industry: Supply Chain & Logistics

Key responsibilities

- To grow the oil & gas industry by setting up offices in Labuan & Sarawak
- Building a robust high performance team with the right skill set.
- To deliver a minimum USD 400,000 per month commitment

Accomplishments

- Within 2 months in the organization, I have personally secured 3 air charters and 1 ocean freight charters worth USD 140,0000 with a GP of 11.8%. (**Oil & Gas**)

Feb 2024 – May 2024

DP World Logistics (Dubai Port Logistics)

Position : Senior Director Commercial Singapore, Malaysia & Brunei

Industry: Supply Chain & Logistics

Key responsibilities

- To open its first office in Malaysia and Brunei which includes stations in Johor, Penang, Kuching & Kota Kinabalu.
- To develop a blueprint towards DP World's existence in Malaysia which includes setting up strategic partnership with relevant vendors for custom brokerage, haulage and airlines.
- To lead talent acquisition for key talents in freight forwarding (sales).

1st Aug 2018 – Jan 2024

DHL Supply Chain Malaysia

Position: Senior Director, Business Development

Industry: Supply Chain & Logistics

Key responsibilities

- Responsible towards DHL's strategic new business growth and to deliver expected gross profit.
- To expand DHL's market share in various services which includes warehousing, construction logistics, transportation and contract logistics.
- Promoting DHL brand and awareness through media campaigns and conferences.
- Strengthen DHL position by promoting tailored made solutions with innovation and automation.
- To lead DHL for contract negotiations with customers to achieve strong position in contract terms & conditions.

Accomplishments

- 3 successive years (2021, 2022, 2023) as the first country in APAC to hit the Annualized Growth Profit (AGP) target. In fact, Malaysia exceeded the target by 30%.
- Develop and successfully penetrate the Retail sectors with successful win for contract logistics with brand names such as H&M, Landmark, Sacoor & Usana
- Led the team with the highest NPS score in APAC with a score of 95%
- Growing the transport business by developing new lanes and products within domestic Malaysia.
- Lead the negotiation and proposal submission for a leading German car manufacture After Sales Market Regional DC in Johor and successfully won the bid and became the first automotive customer for DHL Supply Chain Malaysia – the biggest automotive win for DHL in Asia Pacific Region.

1st July 2015 – 30th July 2018

PKA.SOS Sdn. Bhd. (a joint venture company with International SOS Malaysia)

Position: Country Manager

Industry: Medical Services & Travel Security

Key responsibilities

- Overall responsibility of company's management and reporting to the board of directors.
- Managing the company's overall P&L and other financial aspects of the company.
- Develop new businesses and increase market share through aggressive sales approach.
- Ensuring great service quality through quality management role which includes but not limited to audit exercise.
- To ensure operational excellence with robust standard operating procedures.
- Demonstrate active leadership by participating in client's business review session, employees' engagement session & corporate social responsibility activities.
- Providing training, coaching session and personal development to all employees.

Accomplishments

- Achieved company's annual financial plan for year 2015/2016 by exceeding EBIT by 7% year on year.
- Successfully secured 5 out of 7 medical service contracts in RAPID, Pengerang under separate EPCC's.
- Retained company's share of wallet at 70% (versus competitor's share of wallet)
- Managed to negotiate a deal with company's biggest client (Petronas Carigali) for contract extension beyond the standard contract period with effective value proposition to the client. Contract worth MYR 12 million per annum.
- Exceeded passing marks for Regional Operation's Annual Site Audit program by achieving 95% versus target of 80%.

1st January 2011 – 30th June 2015

DHL Express Brunei Sdn Bhd

Dual Position: Country Head, Brunei & Global Account Manager for Global Multi National Customer's Sales Division, Malaysia

Industry: Logistics

Key responsibilities

- Overall responsibility of country's management in all functions which includes aligning country's objectives with regional office objectives and providing directions to all functional head of departments.
- Managing the company's overall P&L and other financial aspects of the company.
- Ensuring tight operations which includes setting up the work shift schedule for 50 full time operational employees, developing effective ground operation delivery routing, developing process that allows pre-clearance and process that facilitates expedited custom clearance.
- Implement and monitor key performance index of operation such as on time delivery KPI, pre clearance KPI, timely billing KPI and vendor management.
- Providing sales training and coaching through structured approach to all employees.
- The head in charge for Brunei as a country in all aspects which includes but not limited to regulatory affairs, DHL's relationship with external stake holders, risk management of DHL Brunei, legal aspects and audit compliance.
- To directly manage oil and gas clients such as Halliburton, Baker Hughes, Schlumberger, Petronas Carigali, Brunei Shell and Shell Sarawak, Weatherford and many more.

Accomplishments

- Exceeded company's annual financial plan for three years consecutively with an average of 10% year on year growth.
- In 2012, I have created a little history for DHL Express Brunei by achieving a double digit growth of 22% year on year from EUR 1.7millions to EUR 2.1millions despite facing a challenging oil & gas vertical market.
- Increased share of wallet for DHL Express from 60% to 80% within 4 years in Brunei.
- Recognized as DHL Express Asia's talent, as I and 30 others DHL Express employees across Asia Pacific have been selected to be enrolled for the first batch DHL Express Talent Management Program in Hong Kong, 2014.
- Pioneered and successfully secured 6 chartered flights with clients in Sarawak and Brunei which worth more than MYR 1 million. The success was due to excellent project management and effective solution selling to clients such as Shell Malaysia, Weatherford Brunei and FMC Technologies. (Project Cargo)
- Won 2 regional awards for the most improved country operations performance 2012 & 2013 with shipment deliveries timeliness at a high percentage of 98% on time, door to door.
- Leading Brunei to 2nd spot on Worldwide Parcel Express Campaign 2014 (DHL Asia Pacific League, 2014 YTD).
- Able to influenced Government Agency (Customs) on procedural change that benefited the express industry in Brunei – Direct Release of Shipment Procedures (De Minimis)

Due to this personal initiative, DHL Express was the first logistics provider to be approved on this game changer process which improved the custom clearance time.

1st Oct. 2007 – 31st December 2010: 3 years 2 months

DHL Express Malaysia Sdn Bhd

Position: Global Account Manager – GMNC

Key responsibilities:

- To secure profitable businesses through sales acquisition and upselling within the assigned vertical markets which includes clients such as Infineon Technologies, ABB, Siemens, Hamilton Sundstrand, Honeywell Group of Companies, Schlumberger, Sidel, Schneider Electric and many more.
- To become the focal point of contact for clients engagement with DHL Express Malaysia/Brunei
- To provide regular updates to Company's management through Monthly Sales Review.
- Develop and implement strategies to promote DHL programs and solutions.

Accomplishments

- Achieved year over year sales target with growth of 6% to 16%, MYR 10.5 m – MYR 12m
- Pioneered the establishment of first direct flight in Malaysia for over sized equipments between Kuala Lumpur to Labuan for major oil and gas companies in Malaysia which increased DHL's revenue by MYR 250,000 per month.
- Secured major business and projects through competitive pricing and high end solutions proposal. (Siemens, Sidel, ABB, Honeywell Engineering & Alstom Power)
- Pioneered product positioning strategies and marketing plan such as road shows, one to one consultation with key customers, consistently realizing 20-30% return on investment.
- Won the 2008 Weatherford RFQ for inbound to Malaysia and domestic shipment worth MYR 120k per month
- Won multiple DHL Express Malaysia awards for outstanding performance in exceeding the sales targets consecutively.

16th May 2007 – 16th September 2007

MISC Integrated Logistics

Position: Key Account Manager

Key responsibilities:

- Securing new customers and managing existing customers such as Petronas Dagangan and British American Tobacco (Ocean Freight)
- Increasing MISC market penetration in airfreight and warehousing (Halal Hub)
- Increasing profitability to existing customer portfolio.
- Imparting airfreight experience and knowledge to existing sales team.

Accomplishments

- Secured 3 key airfreight customers for MISC within 2 months of employment, worth MYR 150,000 a month.
- Played a key role in restructuring air freight operations in MISC, such as air freight cargo submission process to the airlines, implementing pre clearance for air importation that saves clearance time by 4 hours.
- Provided competitive ocean freight rates for new customers by sourcing rates directly from main ocean freight liners.

1st January 2006 – 16th April 2007

Schenker Logistics Sdn Bhd (acquired Bax Global Logistics)

Position: Senior Business Development Manager

Key responsibilities:

- Securing new Global Accounts by offering services such as warehousing, ocean freight & airfreight.
- Maintain and expand existing Global Accounts portfolio such as Intersil & Samsung
- Establish pricing quotations & preparation of tender proposals.
- Ensure customer's requirements are met with implementation of Key Performance Index (KPIs).
- Establish robust customer Standard Operating Procedures (SOP).
- Managing 6 in house staff at Statschippac plant.

Accomplishments

- Best Sales Person 2006
- Achieved surplus in company's sales revenue target by 6.2%
- Secured major clients such as Samsung, Epson and Texas Instrument.
- The only Major Account Manager with private and government portfolios (corporate accounts and Government Linked Company (GLC) accounts.
- Appointed project manager for the warehouse transfer program for customer, Intersil.
- This activity included planning and coordinating various departments within BAX Global and Intersil to ensure seamless stock transfer.
- Exposure in project cargo by being part of the team for heavy equipment transfer for key client, Texas Instrument Sdn Bhd

1st August 2002 – 31st December 2005

BAX Global Logistics Sdn Bhd

Position: Business Development Executive

Key responsibilities:

- Secure medium-sized business.
- Create sales tools such as company profile, brochures and banners.
- Survey geographical location of new potential markets

- Research and compile competitor marketing intelligence.

Accomplishments

- Expanded new market segments, focusing on FMCGs.
- Represented Business Development Department in successful cost saving initiatives.
- Contributed innovative ideas to the management on ensuring revenue growth.

1st March 2001 – 1st March 2002

Panasonic Industrial Company Sdn Bhd

Position: Marketing Executive

Key responsibilities:

- Cost control on Panasonic audio parts and plastic raw materials
- Processing purchase orders (PO) for 46 vendors
- Ensuring timely delivery of Panasonic products to customers
- Strategically promoting Panasonic products to potential distributors and customers

Accomplishments

- Appointed by Management to spearhead marketing campaigns.
- Successful migration to Glovia software system.
- Achieved company sales target.

<h3>EDUCATION / TRAININGS ATTENDED</h3>
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Education:

- Bachelor's Degree in Business Administration
Universiti Utara Malaysia Year 1997 – 2000
- Bukit Bintang Boys Secondary School, Year 1990-1994

Major Trainings Attended:

- Certified International Manager – DHL internal training / CIS
- Consultative Selling
- Effective Sales Management
- Oil and Gas Supply Chain Workshop
- Supply Chain Management
- Best in Class I & II
- Health and Safety Workshop – Brunei Shell Petroleum
- Incoterm Training

Skills Set & Strengths

- Excellent in Microsoft Office, SMART, COMET & SAP system.
- Excellent in presentation skills.
- Great leadership qualities – 21st Century Leadership skills
- Deep understanding of multinationals customer organization and its dynamics.
- Great personality and attitude.
- Analytical and entrepreneurial mind set.

ASSOCIATIONS

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| • European Chamber of Commerce | Logistic Committee |
| • American Chamber of Commerce | Member |
| • Federation Malaysian Manufacturers | Member |