

# PETER AROKIAM

## Personal Profile

A results-driven professional with extensive expertise in full-cycle commercial retail and e-commerce across B2B, B2C, and D2C channels, including cross-border and international markets in the APAC region. Proven success in driving business growth and profitability through strategic planning, data-driven decision-making, and operational excellence. Highly skilled in end-to-end e-commerce operations, commercial planning, demand planning, and managing full P&L. Recognised for strong leadership in managing cross-functional teams, fostering stakeholder alignment, and delivering innovative solutions to complex challenges. Adaptable to evolving market trends and emerging technologies, with a commitment to achieving sustainable, long-term success.

## Academic Background

DEGREE:  
TUNKU ABDUL RAHMAN UNIVERSITY (UTAR)  
October 2012 - December 2016  
Bachelor of Engineering (HONS) Chemical Engineering

PRE-UNIVERSITY:  
TUNKU ABDUL RAHMAN UNIVERSITY (UTAR)  
May 2011 - September 2012  
Foundation in Science (Physics Stream)

## Certificate

E-FINTECH SCHOOL APAC (FORTNYNJA)  
September 2021 - No Expiry Date  
Fintech School Graduate

BOARD OF ENGINEERS MALAYSIA (BEM)  
October 2017 - No Expiry Date  
Chemical Engineer Graduate

## Employment History

SACOR BROTHERS - KUALA LUMPUR, MALAYSIA  
E-COMMERCE & DIGITAL TRANSFORMATION MANAGER - APAC  
May 2024 - December 2024 (8 Months)

### Responsibilities

- Developed and implemented comprehensive business strategies, ensuring alignment with organisational goals and market trends to drive sustainable growth
- Oversaw the design, development, and continuous optimisation of D2C platform, ensuring seamless functionality and superior user experience
- Directed and executed data-driven marketing campaigns, leveraging digital channels to maximise ROI and brand visibility
- Spearheaded initiatives to elevate customer satisfaction through personalised experiences and effective feedback loops
- Streamlined end-to-end e-commerce operations, including inventory management, order fulfilment, and cross-border logistics
- Analysed performance metrics and prepared actionable insights to inform strategic decisions and optimise operations
- Negotiated and maintained strong relationships with vendors to ensure the timely and cost-effective procurement of goods and services
- Led cross-functional teams, fostering collaboration, skill development, and a culture of innovation to achieve targets
- Managed profit and loss statements, ensuring budget adherence while driving revenue growth and cost efficiency
- Controlled and allocated financial resources effectively, supporting operational needs and long-term objectives
- Supervised IT systems and infrastructure to enhance operational efficiency and support business functions both front and back office

### Key Achievements

- Successfully restructured and stabilised the e-commerce operations team, enhancing productivity and morale
- Seamlessly optimised cross-border operations, ensuring smooth and efficient transactions
- Improved warehouse performance metrics by aligning protocols with the logistics team to ensure quality control for online orders, resulting in a 5% monthly reduction in order cancellations
- Increased Gross Merchandise Value (GMV) by 200% within three months through effective assortment and inventory management
- Redesigned and enhanced the direct-to-consumer platform's user experience and interface, leading to increased engagement and conversions
- Improved customer service operations, achieving a 10-12% conversion rate on product enquiries into GMV
- Revitalised brand messaging to position the business as a premium offering, enhancing brand perception and market competitiveness

MOMENTUM COMMERCE SDN BHD - KUALA LUMPUR, MALAYSIA  
SENIOR MANAGER, STRATEGY & PLANNING - APAC  
January 2023 - April 2024 (1.3 Years)

### Expanded Responsibilities

- Managed account managers to optimise BAU and campaign operations
- Evaluated existing and potential products, services, and markets to identify growth opportunities
- Planned resource strategies to enhance operational efficiency
- Steered commercial P&L growth through effective decision-making
- Monitored and controlled inventory purchases to minimise costs and maximise profitability
- Actively managed the billing cycle, ensuring prompt and accurate invoicing to maximise revenue capture

### Key Achievements

- Managed and optimised commercial P&L for all accounts
  - Developed an account portfolio optimisation strategy to maximise value and minimise P&L drag
  - Strategically off-boarded low-value accounts to improve profitability and resource efficiency
  - Nurtured strong partnerships, resulting in contract renewals and long-term value
- Improved account service quality and reduced costs through resource optimisation
- Optimised inventory buys to maximise sales and minimise risk
  - Maintained sustainable buffer stocks to cater for sales spikes
- Secured and onboarded a high-potential client, boosting GMV pipeline by MYR 9.6M

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# Language

ENGLISH  
First Language

MALAY  
High Proficiency

FRENCH  
Beginner

# Technical Skills

- Financial Modelling Analysis
- Budgeting, Forecasting & Strategic Business Analysis
- Demand Planning, Inventory Optimisation & Supply Chain and Logistics Management
- Competitive Analysis and Market Research
- Predictive Modelling, Trend Analysis & Statistical Methods
- Cash Flow Management and Profitability Analysis
- Risk Management and Mitigation Strategies
- Sustainability Practices in Operations
- Advanced Project Management (**Agile Methodology & ClickUp**)
- E-commerce Operations and Platform Management (**Lazada, Shopee, TikTok, Zalora, Shopify, Magento & Salesforce**)
- Digital Marketing and Analytics (**SEO, SEM, Social Media, Email Marketing**)
- CRM Tools and Customer Insights (**Salesforce**)
- Data Analytics and Visualisation (**Google Analytics, Tableau & Power BI**)
- Basic Coding Skills (**VBA & Python**)

# Soft Skills

- Leadership and Team Management
- Strategic Thinking and Decision-Making
- Cross-Functional Team Collaboration
- Stakeholder Management, Communication, and Consensus Building
- Change Management and Organisational Restructuring
- Cultural Intelligence and Adaptability in International Markets
- Business Acumen and Commercial Awareness
- Conflict Resolution and Negotiation
- Emotional Intelligence and Team Motivation
- Time Management and Prioritisation
- Creativity and Critical Thinking
- Customer Focus and Service Excellence

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## COMMERCIAL ANALYST - APAC

*July 2021 - December 2022 (1.5 Years)*

### Initial Responsibilities

- Identified profitable commercial opportunities and key value drivers to grow revenue and market share
- Collaborated with major stakeholders (internal and external) to align on and achieve business objectives
- Collected and analysed data to identify trends and patterns
- Forecasted sales to support strategic planning
- Developed marketing strategies aligned with commercial goals
- Measured the effectiveness of e-commerce initiatives to drive performance improvements
- Conducted market research and analysis to create actionable business plans and recommendations
- Monitored competition to maintain a competitive edge
- Measured and reported results to track success and refine strategies
- Cultivated deep customer understanding to enhance retention and meet customer needs effectively

### Key Achievements

- Established a centralised repository for tracking commercial progress and identifying growth opportunities
- Centralised contract intel
- Implemented data-driven inventory purchasing strategies to minimise and ensuring timely account payable settlements
- Adopted a data-driven decision-making approach, resulting in improved business outcomes
  - Analysed sales velocity to identify hero products and optimise store layout
  - Amplified paid advertising for hero products, generating a surge in product visits and accelerating platform traction
  - Sent sales revenue soaring 150% over baseline, with an additional 80% boost during the campaign
- Achieved forecast accuracy with less than 5% deviation on both commercial (e.g., revenue) and operational (e.g., inventory, order volume) metrics

## TRANSWATER TENAGA SDN BHD - JOHOR, MALAYSIA REGIONAL KEY ACCOUNT MANAGER - SOUTHERN MALAYSIA, AUTOMATION SOLUTIONS, FINAL CONTROL ASSETS

*August 2019 - June 2021 (2 Years)*

### Responsibilities

- Maintained in-depth knowledge of all product and service offerings
- Planned and implemented Lifecycle Services for Final Control Assets
- Negotiated and executed Long Term Service Agreements and Price Agreements
- Developed and executed a strategic sales funnel to drive Fiscal Year revenue growth
- Established a comprehensive product install base database
- Leveraged client data to build strong and enduring client relationships
- Streamlined communication between clients and internal teams for seamless collaboration
- Collaborated with sales teams to optimise revenue through upselling and cross-selling strategies
- Demonstrated expertise in managing internal and external budgets to ensure financial success
- Expanded client relationships and consistently secured new clients to drive business growth
- Presented regional business sales reports to key stakeholders on a monthly basis

### Key Achievements

- Increased sales revenue by 15% within the first year
- Surpassed the previous year's performance by 22% during the same period in the following year
- Negotiated and implemented a multi-million-ringgit Long Term Service Agreement with a key client
- Improved spare part management and inventory control processes
- Consistently met or exceeded sales targets, establishing a strong performance track record

## Contact Details

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<https://www.linkedin.com/in/peterarokiam/>

## References

\*Available upon request\*

### ROYAL BANK OF CANADA INVESTOR & TREASURY SERVICES - KUALA LUMPUR, MALAYSIA BUSINESS ANALYST

*September 2017 - July 2019 (2 Years)*

#### Responsibilities

- Managed and executed cross-functional projects, ensuring alignment with business objectives and timely delivery of milestones
- Coordinated efforts across departments to track progress, resolve issues, and drive continuous improvement
- Managed the operational aspects of client invoicing, ensuring accurate and timely billing, addressing discrepancies, and streamlining workflows
- Collaborated with internal teams to implement best practices, improve accuracy, and reduce invoicing errors, contributing to better cash flow management
- Oversaw global reconciliation efforts, ensuring all transactions were accurately reflected in financial systems
- Proactively identified discrepancies and provided analytical insights to resolve issues, maintaining financial integrity across the organisation
- Used advanced data analysis techniques to generate actionable insights for stakeholders
- Produced financial reports, performance dashboards, and forecasts to support strategic decision-making
- Optimised data collection and reporting processes to enhance operational efficiency
- Identified and implemented process improvements within operational workflows, reducing manual intervention and increasing efficiency
- Collaborated with business units to ensure processes aligned with regulatory requirements and industry best practices
- Led the adoption of Microsoft Power BI and developed real-time dashboards to streamline data analysis and improve reporting capabilities
- Worked with IT teams to integrate new tools, enhancing data-driven decision-making across the organisation

#### Key Achievements

- Adept at leveraging innovative technologies and process improvements to drive operational excellence and enhance decision-making capabilities.
  - Pioneered the adoption of Microsoft Power BI and spearheaded real-time dashboard implementation, streamlining data analysis, enhancing accuracy, and empowering management with actionable insights that fueled operational improvements.
- Exhibited exceptional analytical and problem-solving skills, ensuring financial integrity and fostering strong client relationships.

### MIDAS UTARA ENGINEERING SDN BHD - KUALA LUMPUR, MALAYSIA INTERN

*October 2015 - December 2015 (3 Months)*

#### Responsibilities

- Wastewater treatment plant and pipeline design for biogas production. Equipment sizing and layout. BOD/COD testing. HAZOP study for hazard identification and mitigation.

## Award & Honours

### RBC QUARTERLY PERFORMANCE AWARD Q1 2019

Team performance award for successfully raising MYR 184k for RBC Race for the Kids (RFTK) 2018 in Putrajaya. This donation is used to open two sensory rooms for children with autism in Malaysia

## Voluntary Work

### RBC RACE FOR THE KIDS (RFTK) 2018 - PUTRAJAYA

It is a yearly charity event organised by Royal Bank of Canada I&TS Malaysia in collaboration with Ronald McDonald House Charities (RMHC). The race organized for the year 2018 had successfully raised up to MYR 184k. This donation is used to open two sensory rooms for children with autism in Malaysia

### TREE PLANTING 2018 - FREE TREE SOCIETY

GRP Associates in Malaysia donated CAD 1000 to Free Tree Society as part of our community work for 2018. The Batch 3 GRPs helped plant trees for Free Tree Society to contribute back to the environment