



# Kee Wei Khang (Adam)

CATEGORY MANAGER

## Profile

Dynamic Category Manager with 8 years of experience driving sustainable sales growth and enhancing market presence in the IT and Home Appliances sectors. Proven expertise in strategic planning, stakeholder management, and vendor negotiation fuels impactful results in fast-paced e-commerce environments. Skilled at conducting in-depth market assessments to identify trends and optimize product offerings, ensuring maximum profitability and customer satisfaction. A collaborative leader who effectively coordinates cross-functional teams to execute successful campaigns, demonstrating a commitment to operational excellence and continuous improvement.

## Employment History

### Category Manager, Lotuss Malaysia Sdn Bhd

JULY 2018 – PRESENT

- Expanded online presence and customer base for Computer & Mobile category
- Sourced new products and negotiated with vendors to optimize profitability and efficiency
- Coordinated online campaigns with the offline team, supported by a team of 8 members (including 1 direct report)
- Oversee category performance, collaborated with key brands and suppliers on special brand day campaigns to ensure seamless operations and customer satisfaction
- Forecast and monitor inventory turnover, ensuring maximum product sell-through rates

### Category Manager, ClickAsia Sdn Bhd

MAY 2015 – JULY 2018

- Manage sales for key brands (Acer, Apple, Samsung, Microsoft, & Fitbit)
- Manage official brand stores (Acer & Fitbit) on marketplaces
- Coordinate sales and marketing activities with brand principals
- Work closely with Key Account Managers to execute sales campaigns
- Plan stock management and pricing strategies to drive profitability
- Handle corporate sales inquiries and purchases
- Ensure a seamless supply chain and effective market presence

## Education

### Bachelor Degree in Psychology (Counselling) , UTAR

MARCH 2010 – MARCH 2013

### Career Highlights

- Achieved and maintained an average yearly growth of 25% across the entire portfolio (Home Appliances, Computing, Automotive)
- Boosted and captured 40% of the online market share for microwave sales (Sharp) ( GFK, Dec' 2023)
- Restructured Computing & Smartphone order fulfillment process, reducing SLA time from 4 days to within 24 hours
- Increased profitability margins by 50% across portfolio from 2020 to 2023 by renegotiating vendor contract terms and revising pricing strategies

### Computer Skills

Microsoft Word, Excel, Power Point and SQL

### Details

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NATIONALITY

Malaysian

DATE / PLACE OF BIRTH

12 Nov 1988

Malaysia

### Skills

E-commerce

Strategic Planning

Inventory Management

Category Management

Negotiation Skills

Market Assessment

Vendor Management