



# Choong Chiew Fong / Efong Choong, MCIPS

## PROFESSIONAL SUMMARY

Results-driven Procurement Manager more than 15 years of experience in sourcing, supply chain management, and cost optimization across diverse industries. Proven track record in driving significant cost savings, managing global supply chains, and implementing process improvements. Adept at building and maintaining strong supplier relationships, leading cross-functional teams, and delivering impactful solutions. Recognized for excellence in procurement performance and a strong commitment to sustainability and corporate responsibility.

### • PROFILE

- Gender: Female
- Age: 45 years
- Nationality: Malaysian, Chinese

### • CONTACT

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Jaya, 47170, Puchong,  
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### • LANGUAGE

- English
- Mandarin
- Bahasa Malay
- Cantonese
- Hakka

### • EDUCATION

- **University Putra Malaysia**  
1999-2003  
Bachelor Honour Engineering Processing (Chemical)
- **The Chartered Institute of Procurement & Supply**  
July 2021- Jan 2023  
Member, Chartered Institute of Procurement & Supply (CIPS)

### • SKILLS

- **Strategic Sourcing & Procurement:** developing and executing procurement strategies that align with business objectives, driving cost savings and efficiency.
- **Supplier Relationship Management:** build and maintain strong relationships with suppliers, ensuring high-quality performance and consistent value delivery.
- **Contract Negotiation & Management:** negotiating favorable terms and managing contracts to ensure compliance and risk mitigation.
- **Category Management:** managing diverse categories, including direct (raw materials, packaging) and indirect (professional services, facilities, travel, HR, payroll).
- **Cost Savings:** identifying cost-saving opportunities, optimizing supply chain efficiency.
- **Cross-Functional Collaboration:** work closely with internal teams (finance, legal, operations) to align procurement strategies with overall business goals.
- **Risk Management & Compliance:** mitigating procurement risks, ensuring supplier compliance with regulatory standards, and promoting sustainability.
- **Data-Driven Decision Making:** using data analytics to drive procurement decisions, assess supplier performance, and track key metrics (KPIs).
- **Leadership & Team Development:** leading team, fostering a collaborative environment, and mentoring procurement professionals.

## • WORK EXPERIENCE

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### ❖ BSI Group | Regional Procurement Manager

Sept 2020 – Present

Accreditation & Assurance Organization

- **Strategic Sourcing:** Managed the end-to-end sourcing process for non-IT categories (Professional Services and HR), leading to a 35% reduction in procurement cycle time and a 10% increase in savings.
- **Global Portfolio / Category Management:** Oversaw a GBP 3 million annual spend, managing 60 suppliers across APAC and EMEA, ensuring business sustainability and enhancing client satisfaction.
- **Process Optimization:** Streamlined procurement workflows, resulting in a 38% increase in stakeholder compliance, particularly in new supplier onboarding.
- **Stakeholder Engagement:** Fostered collaboration with internal stakeholders, aligning procurement strategies with business objectives and improving performance management across regions.
- **Supplier Management:** Developed preferred supplier lists for HR resourcing, improving efficiency and delivering significant savings.
- **Corporate Social Responsibility:** Led the development of the Modern Slavery and Human Trafficking Statement, ensuring compliance with BS 25700 standards and aligning with ISO20400 standards.

### ❖ Genpact Malaysia Sdn Bhd | Procurement Manager

July 2017 – Sept 2020

Business Process Outsourcing (BPO) for HSBC Hong Kong

- **Indirect Procurement:** Managed operational and tactical sourcing for Corporate Real Estate, banking operation (outsourced inhouse printing) and Marketing, driving procurement efficiency for HSBC Hong Kong.
- **Cost Savings:** Delivered over \$1 million in annual savings, ranking in the top three buyers for project completions and cost reduction initiatives.
- **Continuous Improvement:** Consolidated contracts within the marketing category, leading to streamlined processes and further cost reductions through a master agreement.
- **Event Sourcing:** Led the nationalization of global vendors for event venues, significantly boosting savings on hotel bookings.
- **Promotion Reengineering:** Spearheaded the transition from paper vouchers to e-vouchers for a promotion program, reducing operational costs and increasing merchant discounts by 1%.
- **Construction Sourcing:** Conducted tactical sourcing for \$2.6 million in consultation services for new construction projects in China, covering MEP, RSE, and architectural services.
- **Recognition:** Consistently recognized for excellence, earning top performance awards and high customer satisfaction scores in the NPS survey.

### ❖ Sanko Plastics (Malaysia) Sdn Bhd – Sales cum Purchasing Manager

Jan 2014 – June 2017

Japanese Plastic Injection & Molding Manufacturer

- **Sales & Market Penetration:** Successfully expanded market share in the competitive food industry, surpassing key competitors such as AEON and Pok Brothers.
- **Automotive & Electronics Entry:** Penetrated the automotive and electronics sectors, securing contracts with industry giants like Perodua and Toyota through strategic bidding.
- **Export Market Growth:** Expanded the company's export markets to Singapore, Indonesia, Thailand, and Vietnam, strengthening international presence and partnerships with major players like the Sumitomo and Mitsui Groups.
- **Cost Optimization:** Reduced manufacturing costs by 2% by introducing recycled raw materials, ensuring compatibility with virgin-grade materials and improving sustainability.
- **Supply Chain Management:** Managed direct material purchasing, production planning, and logistics for both import and export operations, enhancing supply chain efficiency and supporting market growth.

## ❖ Hexa Color (Malaysia) Sdn Bhd – Business Control Manager

*Jan 2010 – Dec 2013*

*Japanese Toll Compounder (Group of Mitsui Co. Ltd.)*

- **Client & Supply Chain Management:** Oversaw client relationships, purchasing, production planning, inventory, and logistics, ensuring seamless operations across the supply chain.
  - **Strategic Partnership with Toray Plastic:** Managed the sub-toll compounding for Toray Plastic, achieving a monthly production volume of 800 MT, strengthening the company's manufacturing partnerships.
  - **Support for Sony's Polymer Production:** Collaborated with Dow Chemical to produce FR polymer for Sony, demonstrating key leadership in supporting high-profile client projects.
  - **Cost Control & Profitability:** Optimized manufacturing and logistics costs, significantly impacting profitability and enhancing overall cost efficiency.
  - **Material Optimization:** Led the reduction of material scrap costs through a successful material optimization plan, improving production efficiency.
  - **Precision in Production Planning:** Maintained over 95% production yield efficiency with less than a 20% variation between planned and actual production.
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## ❖ NSCC Compounds (M) Sdn Bhd – Business Control Assistant Manager

*April 2003 – Dec 2009*

*Japanese Plastic Compounder for the Electronic & Electrical Industry (Group of Nippon Steel Chemical Co. Ltd.)*

- **Direct Material Purchasing:** Managed global and local procurement of raw materials, ensuring competitive pricing and quality, while controlling import/export logistics costs.
- **Supply Chain & Logistics Management:** Achieved over 80% on-time delivery for raw materials and maintained a customer satisfaction rate of more than 80% for timely deliveries.
- **Cost Efficiency:** Minimized detention and demurrage charges to less than 1% of total shipping costs, optimizing overall logistics efficiency.
- **Inventory Control:** Implemented demand-driven inventory control, ensuring efficient stock levels, and reducing delivery delays.