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EDUCATION & QUALIFICATIONS

- 2004-2008** **University of Manchester (Manchester Business School), United Kingdom**
BSc (Hons) International Management
Obtained Results: 2nd Upper
Modules include International Finance; Financial Derivatives; Financial Engineering; Behavioral Finance; Corporate Control, Contracting and Governance; Advanced Corporate Finance; International Business Environment among others.
Dissertation:
Emerging Markets Finance: Liberalization and the Impact of Financial Crises in Malaysia
- 2006-2007** **University of New South Wales, Sydney, Australia**
One-year exchange program with the University of New South Wales as part of the International Management course
- 2000-2004** **Asociacion Escuelas Lincoln (Lincoln International School), Argentina**
International Baccalaureate Diploma Awarded:
AP Scholar Award

WORK EXPERIENCE

- 2021-Present** **Senior Manager, Group Strategy & Transformation**
DKSH Corporate Shared Services Center Sdn Bhd
Responsible for managing and training a team of 4 to drive the strategic planning process, business intelligence & insights and innovation across DKSH's operations globally. Covering the Consumer Goods, Healthcare, Performance Materials and Technology business units. Key projects involve Competitor Intelligence, Annual Corporate Strategy Review Processes, internally developed strategic projects and proposals.
Key stakeholder management of EXCO, EXCO-1, EXCO-2 whom projects and strategic initiatives are pitched to and developed jointly with. Initiated the portfolio benchmarking and monitoring of each of DKSH's Business Units and Business Lines by country. Rolled out and deployed a team innovation challenge utilizing design thinking to drive innovation in DKSH, address challenges the organization faces and identify opportunities.
- 2020-2021** **General Director – CICA Vietnam**
Sime Darby Industrial Sdn. Bhd.
Legal Representative for CICA Vietnam Ltd and responsible for the New Holland, Terberg Tractors and Allison Transmission operations in Vietnam. Roles and responsibilities include strategic planning, finance, safety, sales, marketing and other operational roles the business with the team to drive the business in Vietnam.

- 2020-2021 **Head, Allied Marketing and Business Development****
Sime Darby Industrial Sdn. Bhd.
 Responsible for the development, improvement and monitoring of Sales & Marketing for Allied Operations in Sime Darby Industrial which include the development and support of operating units in the sales and marketing strategies, business intelligence and targets. Also responsible for driving Allied Operations in their Digital Strategy and improvements in sales process implementation through the development of a structured approach.
- 2018-2019 **Manager, Strategy & Business Development****
Sime Darby Industrial Sdn. Bhd.
 Responsible for driving strategic initiatives including, corporate exercises, 5 year strategic planning process, business intelligence and analysis as well as guiding business units on strategic issues via deep dives into various regions/business units.
 Corporate exercises include disposals, mergers and acquisition
 For the guidance of business units, this greatly involves understanding the business model of each business units, capability gaps and culture followed by formulating inputs and recommendations based on macro trends, feedback from business units and collective management experience.
- 2017-2018 **Manager, Branch (Sabah West)****
Sime Darby Industrial Sdn. Bhd.
 Responsible for operations for the Western Sabah which includes managing a team of over 50 people ensuring that branch performance/targets are met, strategic and operational initiatives are successfully implemented and the management of day to day operations. This involves coverage into CAT heavy machine and allied equipment sales/rental, product support and inventory management.
 As a representative of the branch, customer engagement and sales is also a key area of involvement which includes sales pitches to customers the design of specialized programs to enhance parts sales and issue resolution/crisis management on a variety of operational issues. Since taking over the role has also been responsible for cleaning up and ensuring that proper compliance with company policy and improvement in operations processes have been made which included a revision of processes across the branch to improve efficiency and communication.
 Transitioning from the previous role, a lot of insight has been gained on operational matters and execution including opportunities for improvement which are usually not considered at an operational level, the constraints faced in executing initiatives/strategic plans at the operational level and how to adjust/overcome these constraints.
- 2008-2017 **AVP****
Sime Darby Holdings Bhd., Malaysia
 Over 8 years in Group Strategy & Innovation currently involved in Corporate Strategy including the origination, monitoring and implementation of operational business development, merger & acquisition opportunities, Corporate Finance activities/projects for the Sime Darby Group reporting to the Head of M&A and Corporate Finance.
 Involved in various high profile deals for Sime Darby, and responsible for driving various strategic opportunities for the Group including expansion/partnerships into complementary business adjacencies from origination all the way to implementation (including investments into strategic ventures which are intended to bring Sime Darby towards the next frontier in achieving its long term financial and sustainability goals).
 Throughout this process, has developed extensive experience (local &

international) in developing internal analysis, project management (including the management of internal stakeholders and advisors), front line negotiation/business development throughout various sectors which Sime Darby has a presence in.

Has also developed extensive experience in research and strategy formulation for various business sectors which Sime Darby is involved in (including the development of strategic blueprints, strategy analysis and evaluation).

Solid skills & experiences gained inclusive of:

- Conceptualizing CF/M&A activities/business development/alternative solutions
- Qualitative and quantitative analysis of deals/projects (including financial modeling & research)
- Corporate strategy planning & implementation including business case development, strategic integration and formulation to ensure alignment of activities/projects with the Group's Strategic Blueprint and targets
- Development of legal, market and practical knowledge in deal execution
- Stakeholder and expectations management with internal and external parties including negotiations
- Problem solving and solution provision with regards to issues and conflicts
- Project Management

REFERENCES

Available upon Request