

Executive Summary

Mr. Brian Lim has been serving as the Deputy General Manager of Finance at Tan Chong Ekspres Auto Servis Sdn Bhd (TCEAS) since November 1, 2019. With a distinguished background in finance and accounting, he is a member of the Chartered Institute of Management Accountants (CIMA), the Malaysian Institute of Accountants (MIA), and the Chartered Global Management Accountants (CGMA).

Brian brings over 20 years of extensive experience to his role, having worked across both multinational corporations and local enterprises. His career spans a diverse range of sectors, including manufacturing, automotive assembly and services, technology, Fast-Moving Consumer Goods (FMCG), and transportation. This broad industry exposure has equipped him with a comprehensive understanding of financial management, information technology/enterprise resource planning (ERP), internal audit, and business management.

As the Head of Finance at TCEAS, headquartered in Petaling Jaya, Brian leads a dedicated team of 40 finance members. He is responsible for delivering crucial financial support to the after-sales service operations across Malaysia and managing regional financial activities for TCEAS's subsidiaries in Thailand, Cambodia, and Myanmar. This regional oversight encompasses more than 80 workshops.

Brian's key responsibilities include planning, implementing, managing, and controlling all financial-related activities within the company. His role involves direct oversight of accounting, finance, forecasting, strategic planning, job costing, legal matters, facility management, administration, and management information systems. His primary focus is on ensuring the efficient and effective management of financial operations related to automotive workshop services and the trading of spare parts.

With a track record of success and a deep expertise in financial strategy and operations, Brian Lim continues to drive financial excellence and contribute significantly to the growth and success of TCEAS.

Brian Lim

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CAREER OBJECTIVE

Dynamic and results-oriented Financial Controller with a proven track record in delivering critical financial insights, support, and reporting to drive key business decisions. Possess exceptional communication skills, adept at building strong relationships both within and outside the finance department and effectively translating complex financial information for non-finance colleagues. Demonstrated expertise in financial control, reporting, and ensuring compliance with statutory and corporate obligations. Seeking a challenging role that offers variety and opportunities for both personal and professional growth.

Core Competencies:

- Budgeting & Cost Management
- Financial Management
- Systems & Technology Utilization
- SOP Improvement
- Profitability, Cost & Variance Analysis
- Dashboard Reporting
- Team Building & Performance Improvement
- Internal Controls

PROFESSIONAL EXPERIENCE

Tan Chong Ekspres Auto Servis Sdn Bhd

Deputy General Manager, Finance

Petaling Jaya, Malaysia

Nov 2019 – current

Financial Oversight and Management

- **Regional Oversight:** Direct finance, administration, and management information systems functions across Malaysia, Thailand, Myanmar and Cambodia ensuring cohesive and efficient operations. Collaborate with in-country teams to align regional financial strategies with group objectives, address local regulatory requirements and support business performance through regular reviews and performance tracking
- **Team Leadership:** Lead a diverse team of 38 team members spanning Finance, Administration, Procurement, IT, and Internal Audit, fostering a collaborative and high-performance work environment.
- **Regulatory Compliance:** Oversee adherence to financial, statutory, audit, and tax reporting requirements, ensuring compliance with all relevant regulations and standards

Risk and Compliance Management

- **Risk Management:** Act as Risk Champion, spearheading risk assessments and sustainability evaluations to mitigate potential risks and enhance organizational resilience.
- **EHS Leadership:** Serve as Deputy Chairman of the Environment, Health & Safety Committee, contributing to the development and implementation of EHS policies and ensuring compliance with health, safety, and environmental regulations.

Cash Flow and Budgeting

- **Cash Flow Management:** Strategically manage cash flow to optimize fund utilization and maintain adequate working capital, supporting overall financial health and operational efficiency.
- **Policy Development:** Design and enforce financial and accounting policies and procedures to ensure consistency and accuracy in financial operations.
- **Business Planning:** Prepare and monitor annual business plans and budgets, conducting comprehensive budget variance analysis to support informed financial planning and decision-making.

Reporting and Analysis

- **Process Automation:** Enhance operational efficiency by automating overdue invoice monitoring and Statement of Account processes, reducing manual effort and improving accuracy.
- **Performance Reporting:** Generate detailed performance reports, including metrics such as Turnover Per Head Count, Labour Sales Per Technician, and Profit & Loss by Product Group, to provide valuable insights and support strategic decisions.

Investment Analysis and Strategic Planning

- **Investment Evaluation:** Assess new investments through scenario and what-if analyses to evaluate their potential impact on business models and strategic goals

Achievements:

- **Enhanced Financial Review Presentations:** Redesigned the monthly Financial Review presentation slides for improved clarity, structure, and simplicity, making them more accessible and comprehensible.
- **Automated Overdue Invoice Monitoring:** Identified inefficiencies in credit control due to manual tracking of overdue invoices. Collaborated with IT to develop an automated report that generates and emails overdue invoice summaries weekly. This report enables Credit Controllers and Heads of Workshops to monitor payment progress more effectively, with automatic blocking of non-compliant customers in the WMS system and updates in CTOS.
- **Streamlined Statement of Account (SOA) and Reminder Letters:** Addressed manual processes for SOA and Reminder Letters by partnering with IT to automate their generation. The system now produces and emails SOA and Reminder Letters in PDF format, significantly reducing time, costs (eliminating the need for printing, envelopes, and postage), and minimizing human error.
- **Developed New Performance Reports:** Collaborated with team members to create new reports, including Turnover Per Head Count and Labour Sales Per Technician. These reports

provide Heads of Regions (HORs) with insights to better understand and enhance workshop productivity.

- **Produced Detailed Profit & Loss Reports:** Generated a Profit & Loss by Product Group report (Service and Body & Paint), offering improved management analysis and supporting more informed decision-making.

CSE Automotive Technologies Sdn Bhd

Assistant General Manager, Corporate Services

Shah Alam, Malaysia

Jul 2014 – Oct 2019

Financial Leadership and Oversight

- Direct and oversee Finance & Accounting, Administration, and Management Information Systems functions.
- Provide strategic leadership for short- and long-term financial objectives.

Strategic Advisory and Relationship Management

- Provide actionable financial insights to executive management to support business decisions.
- Build and sustain effective relationships with senior executives and key stakeholders to address their needs and align on business solutions.

Financial Planning and Reporting

- Manage financial forecasting, budgeting, consolidation, and reporting processes.
- Ensure timely and accurate analysis of budgets, financial trends, and statutory returns.

Regulatory Compliance and Technical Expertise

- Liaise with internal and external parties for compliance and legislative requirements.
- Provide technical financial advice and oversee the finance division's efficiency and team development.

Achievements:

- **Developed Dashboard Reporting:** Designed and implemented a comprehensive Dashboard Report that enhanced performance monitoring and KPI measurement. This initiative improved report utilization and provided clearer insights into projects and business units.
- **Delivered Accurate Financial Reporting:** Consistently provided timely and precise financial reports on operating entities and capital projects, facilitating informed decision-making and effective financial oversight.
- **Optimized Sales Reporting:** Created detailed Sales Reports by extracting and analyzing data from the ERP system using pivot tables. This approach ensured flexible, accurate, and insightful reporting.

M&M Consolidated Resources Sdn Bhd (The Loaf bakery & bistro) Kuala Lumpur, Malaysia

Financial Controller

Sep 2013 – Jul 2014

- **Financial Analysis and Commentary:** Conduct timely and detailed analysis of financial data, providing insightful commentary on cost tracking effectiveness and the overall financial position of the organization.
- **Internal Controls and Compliance:** Oversee the implementation and adherence to internal controls, and collaborate with legal professionals on new and renewed tenancy agreements with landlords to ensure compliance and protect organizational interests.
- **Cost Management and Process Improvement:** Evaluate business processes and cost structures, driving initiatives to reduce expenses and enhance operational efficiency.
- **Tenancy Agreement Review:** Review and assess tenancy agreements to ensure favorable terms and alignment with organizational goals.

Achievements:

- **Enhanced Internal Controls:** Strengthened internal controls related to petty cash and cash handling at outlets, reducing discrepancies and improving financial integrity.
- **Customized Reporting Solutions:** Engaged with department heads to tailor budget-to-actual reports to their specific needs, leading to increased report utilization and accelerated decision-making.
- **Optimized Sales Reporting:** Developed detailed Sales Reports categorized by product and outlet, enabling more effective analysis. This improvement contributed to enhanced gross margins and increased profitability for several outlets.

CSE Automotive Technologies Sdn Bhd / Merrychef Foods Sdn Bhd

Shah Alam,

Malaysia

Finance Manager

Mar 2005 – Sep 2013

Accounting and Financial Management

- Responsible for all accounting, budgetary, logistics, administration, and taxation matters for CSE Group of Companies, including seven companies and two overseas entities in Singapore.
- Provide accurate, timely, and cost-effective management accounts, highlighting variances to enable effective management actions for improved operating performance.
- Manage cash flows to ensure efficient use of funds and adequacy of working capital.

Cost and Inventory Management

- Review costing reports (bill of materials) in the system to ensure accuracy of inventory and product costing.

Support for Marketing

- Assist marketing personnel with pricing strategies, costing, and cost reduction initiatives.

Achievements:

- **Accelerated Month-End Closing:** Reduced the month-end closing process from 15 days to 10 days by improving staff training and streamlining workflows.
- **ERP System Implementation:** Played a key role in the successful implementation of the new ERP system (Infor ERP LN), enhancing overall system efficiency.
- **Enhanced Product Costing Reporting:** Developed a comprehensive product costing report that facilitated the Account Manager's yearly cost-down initiatives, resulting in improved reporting accuracy and user-friendliness.

Power Cables Malaysia Sdn Bhd

Shah Alam, Malaysia

Financial Accountant

Mar 2001 – Feb 2005

Financial Reporting and Analysis

- Prepare monthly management accounts, statistical returns, and other financial reports, ensuring timely completion and distribution.

Treasury Management

- Manage treasury functions including foreign currency hedging, forecasting cash flows, and handling receivables and payables for effective cash flow management.
- Coordinate closely with banks and financial institutions on loan facilities, forex contracts, bank guarantees, and other treasury-related services
- Ensure timely settlement of obligations and prudent management of surplus funds to maximize returns without compromising liquidity

Project Accounting (under Power Cables Engineering Sdn Bhd)

- Monitor and track project costs budgets, and billing schedules to ensure accurate recognition of project revenues and expense
- Collaborate with project manager to review financial performance, identify variances, and ensure compliance with accounting standards and company policies
- Ensure proper capitalization of project-related assets and timely closure of completed projects in the accounting system

Audit Support

- Facilitate and assist with inquiries from Group Internal, External, and Tax Auditors. Prepare statutory accounting statements, reports, and accounting analyses for audit purposes.

Achievements:

- **Streamlined Accounts Department Operations:** Restructured operations to enhance efficiency and productivity, leading to reduced staff overtime through better work understanding and fair distribution of tasks.
- **Accelerated Month-End Closing:** Shortened the month-end closing process from 8 working days to 3 working days by improving staff training and optimizing workflow.
- **Enhanced Accounting and Internal Controls:** Reviewed and improved accounting and internal control systems, identifying and addressing critical areas and bottlenecks, such as implementing surprise checks on goods received and performing credit checks before customer deliveries.

Other Professional Experience:

No	Period	Company and Nature of Business	Last Position Held
1	May 2000 – Feb 2001	Cellstar Amtel Sdn Bhd (Distribution of Mobile phone)	Accountant
2	July 1997 – April 2000	TNT Express Worldwide (M) Sdn Bhd (Courier service)	Asst. Accountant
3	Mar 1996 – July 1997	Trans-Asia Shipping Corporation Sdn Bhd (Transportation)	Accounts Officer
4	June 1995 – Feb 1996	IBM World Trade Corporation (computer technology and information technology consulting)	Accounting Assistant

EDUCATION

Systematic Business Training Centre, CIMA
Tunku Abdul Rahman College, STPM
S.M.Sultan Abdul Samad PJ, SPM

Petaling Jaya (1993 – 1997)
Kuala Lumpur (1991 – 1992)
Petaling Jaya (1986 – 1990)

Professional Membership:

The Chartered Institute of Accountants (CIMA), UK

Associate Member, The Chartered Institute of Management Accountants (UK)
(Membership no. 1-G5WD)

- Graduated 1999
- Associate Member 1999

The Malaysian Institute of Accountants (Membership no. 15405)

- Membership obtained 2000

PERSONAL PARTICULAR

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|--------------------------|---------------------------|
| • Age: 51 | • Gender: Male |
| • Nationality: Malaysian | • Marital Status: Married |

OTHERS

Languages:

Written: English, Bahasa Malaysia

Spoken: English, Bahasa Malaysia, Cantonese

Salary: Current RM22,800.00 per month

Notice period : 2 months

Other Benefits : Company Car (fully maintained), Petrol (RM500 per month), Mobile phone, Mobile phone charges (RM150 per month), Professional Membership (RM700 per annum), Outpatient & Hospitalisation for self and family