

## ABOUT ME

17 years working experience in B2B Aroma, beverage & food ingredient, nutrition & supplement and pharmaceutical industry in Malaysia.

Top skills in P&L management, business strategy, new business development sales, account & people management

## CONTACT

@ boey.cheah@yahoo.com

+6012 5653 429

https://www.linkedin.com/in/  
boey-cheah-7286b3114/

Petaling Jaya, Selangor



## EDUCATION



**CARDIFF METROPOLITAN  
UNIVERSITY**

MBA  
2017



**UNIVERSITI SAINS MALAYSIA**

BACHELOR OF TECHNOLOGY  
(HONOURS), ENVIRONMENT  
2008

# (BOEY) CHEAH JEN BAO

COUNTRY MANAGER, FOOD - MALAYSIA | HEAD OF  
DIVISION | B2B | FOOD, NUTRITION & SUPPLEMENTS,  
PHARMACEUTICAL, AROMA

## SUMMARY

Experienced team leader in sales & people management, currently as division head with a demonstrated history of working in B2B Food & Nutrition & Aroma industry. Regional Key Account Manager & business development for MESA Region. Strong sales professional and business management with qualification of MBA graduate. People manage in leading, coaching and supporting subordinates to make their role successful respectively.

## EXPERIENCE

### COUNTRY MANAGER, FOOD - MALAYSIA

Nagase Food Ingredients

*Oct 2022- Present (2 Years & 11 months)*

Overall: Head of division to drive business in Food ingredient & beverage, Nutraceutical, Aroma business, operation & P&L management, business development, key account management by direct in charge Regional Multinational account. People management, being leadership to coach, guide, and support subordinate to make their role success respectively.

**Skills: P&L Management . Business Development. Business Strategy. Leadership**

### SENIOR SECTION MANAGER

Brenntag Nutrition

*Feb 2020- Sept 2022 (2 years + 7 months)*

Overall: Lead Nutrition central team in managing business involved sales, suppliers & key customers in both sweet and savoury industry. Sales, key customers management and people management , being leadership to coach , guide, and support subordinate to make their role success respectively.

### CLUSTER HEAD – FOOD & PHARMACEUTICAL NUTRITION

DKSH MALAYSIA SDN BHD

*Sept 2014 – Jan 2020 (6 years)*

Overall: With a demonstrated career progress and expanding portfolio in DKSH with every 2 years promoted from Assistant Sales Manager, Sales Manager and departed as Cluster Head. Managing business involved sales, suppliers & customers, market development in Food ingredient & Beverage Industry in Malaysia. Sales management (Profit loss) and people management , being

leadership to coaches and guide subordinate in Pharmaceutical Industry, confectionery bakery and nutraceutical Industry.

## **TERRITORY ACCOUNT MANAGER**

*Diversey*

*July 2013 – Aug 2014 (1 year + 2 months)*

Overall: Account and business management on managing sales and customer, technical services and support for Food Care Hygiene.

## **TECHNICAL SALES EXECUTIVE**

*CCM CHEMICALS SDN BHD*

*June 2010 – June 2013 (3 years)*

Overall: Managing business involved sales, supplier & customer for Food Ingredient & Pharmaceutical Business.

## **ACHIEVEMENTS**

- ✓ Developed zero sales customer to become top 1 customer in department with profitable revenue.
- ✓ Continuous achieved yearly KPI > 100% with agreed objective.
- ✓ Expert in product portfolio selling and maximize existing customer yearly revenue.
- ✓ Developed and open market in Malaysia with new supplier and new range of products.
- ✓ Rewarded Company Red Awards “Entrepreneur” from 1,000 employees.
- ✓ People development, to mold subordinate in their career path.

## **SKILLS**

- ✓ Food & Beverage Industry
- ✓ Nutrition
- ✓ Pharmaceutical Industry
- ✓ Business Strategy
- ✓ Sales & Key Account Management
- ✓ Product Management
- ✓ Marketing
- ✓ New Business & Product Development
- ✓ People Management
- ✓ Leadership

## **LANGUAGES**

- ✓ English
- ✓ Bahasa Malay
- ✓ Mandarin

NATIONALITY : MALAYSIAN

NOTICE PERIOD : 2 MONTHS

