

Curriculum Vitae



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Summary Profile

A hands-on senior manager with extensive work experience on strategic management, broad knowledge and skills in developing effective organization teams optimizing internal operations for financial returns, sales management, marketing communications and brand management. Possessing strong communication, people skills and entrepreneurship honed from the service and FMCG industry has also developed strong proficiency in general management, supply chain management, operations management and business development competencies necessary to deliver high performance in key result areas.

Employment Experience

Associated Foodtrade Sdn Bhd,
Kuala Lumpur
Director, Business Development

May 2010 – Present

Top Responsibilities

- Building a sustainable business in the supply of OEM manufacturing service on snack food and beverages.
- Facilitate an effective supply chain management to fulfill customers' orders on Just-In-Time basis, including quality assurance standard auditing of warehouse and transporters.
- Provide strategic consulting and advisory to international brand owners on local consumer market trends, opportunities, regulatory framework, sales and distribution, and, developing of business plan.
- Lead and support in presentation and product evaluation to clients.
- Research and supply innovative products for building brands through OEM manufacturing.

Achievements

- Developed and supplying snack and beverage products to AirAsia and Amway.
- Actively working in collaboration with a U.S. R&D company to commercialize fortified powder beverage for the Malaysian market.
- Strategic collaboration with a local manufacturer to commercialize locally a Halal-certified Granola Bar for the Muslim consumer market.

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**Allexcel Trading Sdn Bhd (Red Bull Malaysia)
Nekta Asia (M) Sdn Bhd, Kuala Lumpur
General Manager/Director**

March 2007 – March 2010

Top Responsibilities

- Led and managed re-organization of the company aligned with new business strategy.
- Led and managed cross-functional lateral teamwork in the Sales, Marketing, Finance, Supply Chain and Administration and HR.
- Managed business and workflow processes to increase efficiency and throughput.
- Directed, strategized and implemented annual Business Plan.
- P&L and business acquisition.

Achievements

- Achieved Top Line sales of RM105m from RM66m in two years. Achieved 40% market share from 29% of total market in same corresponding period through effective brand management.
- Implemented a Change Management Program in changing mindset of doing things right to improve management efficiency; sales focus using Pareto Rule to speed up route-to-market from high performing customers and outlets; and bringing out the best in staff fostering higher job satisfaction.
- Improved process workflow to compute financial data for month-end closing and result reporting.
- Effective use of information technology and data channeling resources to weighted distribution outlets to maximize ROI, stock depth and stock weight from Trade and In-store Marketing activities.
- Improved Bottom Line resulted from effective financial controls and communication to stakeholders; competitive tendering for supplying of goods and services and flexible pricing strategy for different sales and distribution channels.

**Amoy Canning (Beverages) Sdn Bhd/
New Zealand Dairy Supplies (M) Sdn Bhd
Kuala Lumpur
General Manager**

May 2001 – March 2007

Top Responsibilities

- Led, strategized and implemented re-structuring of business operation aligning executive team around priorities.
- Developed a Business Plan for sales, distribution and marketing to lift sales revenue and re-position brand strategy.
- Responsible to deliver Top Line and full P&L of the company.
- Led and managed logistics and supply chain management for Just-In-Time practice.
- Led in cost management to improve yield management, margins and Bottom Line.
- Led and strategized export sales.

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Achievements

- Grew sales revenue to RM25m in 2006 from RM10m. Profitability jumped to 30% from loss situation while market share grew +300%.
- Improved overall operation management by removing bottlenecks, improved process workflow that generated higher throughput, focused on strength and competencies and outsourced areas with limitation to 3rd Parties.
- Established SOPs and KPIs enhancing purpose and clarity in all functional roles as foundation for future business growth and expansion.
- Diversified and formulated product offerings to enhance Marketing and Product Mix for new market penetration and satisfying a varietal of consumers' taste profile.
- Developed export sales into Brunei, Maldives, Mauritius, Seychelles and Singapore, contributed 5% of total sales revenue.

Qantas/British Airways, Kuala Lumpur Corporate Sales Manager

April 1999 – April 2001

Top 3 Responsibilities

- Led and managed Business Traffic and Corporate Sales for growth, retention and service recovery in premium cabin sales.
- Led, and coordinated Global Sales program for the APAC region.
- Champion the corporate loyalty program.

Achievements

- Premium cabin sales grew 8% from Business Traffic segment and successfully secure a US\$8m corporate deal.
- Grew local BA Gold members 166% from increased travel loyalty and carrier switching through improve process and response time.
- Grew 40% of new business through referrals from focus service campaign.

Qantas/British Airways, Kuala Lumpur Sales Manager

March 1998 – April 1999

Top Responsibilities

- Strategized, managed and implemented the integrated QF/BA. Sales Plan.
- Led and managed team integration of Qantas and BA comprising of Account Managers, Group Sales, In-door Sales Agent and GSA.
- Led, strategized and implemented Key Account Management and territory planning, facilitated product training and equipped Salesforce with new integrated sales system and Account Management and new product selling skills.

Achievements

- Successfully integrated the two brands into an enlarged seamless QF/BA Salesforce.
- Higher sales calls of 18/week from 12/week resulted from streamlining of sales and Account Management and territory planning.
- Developed Top 30 key business partners producing 45% of the total revenue through agreed sales targets.

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**Qantas Airways Ltd, Kuala Lumpur
Sales Manager**

January 1990-December 1997

Top Responsibilities

- Led, strategized, managed, implemented annual sales and marketing plan.
- Build and grow sustainable business traffic, FIT/GIT leisure market and student traffic to Australia and New Zealand from Malaysia and Brunei.
- Managed and implemented all trade and consumer marketing; distribution, PR and brand promotions.

Achievements

- Commanded 30% market share on the Malaysia-Australia sector from targeted sales initiatives and market segmentation.
- Sales from QFF loyalty card members grew 50% through tactical Direct Marketing and continuous brand and product awareness campaigns.
- Sales from the Top 10 Business Partners grew between 7-10% y-o-y from a good product mix and sales incentive.

PROFESSIONAL DEVELOPMENT COURSES ATTENDED

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| 2013 | Competitive Strategy, Ludwig-Maximillians-Universität München (Coursera) |
| 2013 | Operations Management, The Wharton School, University of Pennsylvania (Coursera) |
| 2013 | Healthcare Innovation and Entrepreneurship, Duke University (Coursera) |
| 2012 | Internet Marketing |
| 1999 | British Airways World Class Selling For Sales Manager, OTSU Ltd., UK |
| 1996 | MBA General - Abridged (Dr. Milo Sobel, NY State University) |
| 1994 | Sales Management, John Rock Corp, NSW (John Rock) |
| 1991 | Database Marketing, UOS (Dr. Charles In) |
| 1990 | Strategic Marketing Management, UTS (Prof. Ken Miller) |

EDUCATION

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| 1977 | Higher School Certificate, Tunku Abdul Rahman College |
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LANGUAGE

- English (Advanced)
- Bahasa Malaysia (Intermediary)
- Cantonese (Chinese), Mandarin (Chinese) and Thai (Basic)

Volunteering & Causes

- President of the Rotary Club of Subang, RI D3300 (1991-92, Sub-Committee Chairman, World Community Service, RI D3300 (1992-93)