

ADRIAN WEE SAI KAI

+6012 815 1113

weesk86@hotmail.com

Key Achievements

- **Product Start-up Experience :**
Developed from scratch including product promotion, technical support and brought in additional revenue to the region.
- **Increase Revenue :**
Successfully increase revenue by ~10% (\$3m) with consistence growth annually from new product.
- **Certified TMHI After Sales Service Evaluation & Certification (ASEC) Evaluator :**
Appointed as East Malaysia branches evaluator & trainer
- **JKR Recognition For SDEC Generator-Set :**
working with Product Head to bring the product to next level by getting 1st China made gen-set recognized in government EMAL list
- **Losses To Profit :**
Turn Service Department to a profit generator by post-mortem, setup a new protocol and monitoring system to improve sales and customer service level.
- **KLCC Solar Project :**
Completion of 685kW solar system on Suria KLCC with Malay Batik pattern design

Language

English, Malay, Chinese, Cantonese, Min Nan, Hakka

References

Heong Swee Yew

Product Manager
+6012 371 7863

Thomas Law

Asst General Manager
+6012 802 7749

CAREER SUMMARY

Adaptable and creative manager with more than 10 years experiences in business development, branch & product management, sales and marketing. Dealing with MNC principle like TOYOTA MATERIAL HANDLING INTERNATIONAL (TMHI), SHANGHAI DIESEL ENGINE CORP. (SDEC, SAIC MOTOR). Actively involved in business development, process improvement, handling key client account, aftersales service and inventory control. A highly effective team player with good interpersonal skills and objective orientated by turnover a losing department to profitable.

EDUCATION

University of Leeds, UK	2009- 2010
Second Upper Bachelor in Electronic & Electrical Engineering	
INTI Laureate International University, Nilai	2008 - 2009
Merit Bachelor in Electronic & Electrical Engineering (twinning programme)	
TAR Collage, KL Malaysia	2006 - 2008
Merit Diploma in Electronic Engineering	

CAREER

UMW INDUSTRIES (1985) SND BHD , SANDAKAN, SABAH DEC 2012 - PRESENT Branch Head

- Led expansion of marketing and after sales service across the region (East Coast).
- Regional business (East Coast) with P&L responsibilities.
- Enhanced and strengthen the bonding between marketing and service teams to increase products market share.
- Developing products from scratch for B2C (Go-to market), B2B (Dealer Negotiation) and implementation.
- Liaise with principle (TMHI & SDEC) for product & technical update and support.
- Train and develop product knowledge and enhance sales skills for executives & marketing team.
- Compliances, monitoring & continuing improvement for TOYOTA After Sale Evaluation Certificate (ASEC) and ISO 45001:2018
- Inventory Improvement - designed and improved inventory movement system for internally & customer (Reduce inventory cost & implement FIFO, 5S, TLLP system)

ECO GALLERY SDN BHD, SELANGOR DEC 2010 – OCT 2012 Project Engineer

- Solar power system design, installation, testing & commissioning
- On site project management & project scheduling
- Evaluate, design and implement for electrical & mechanical parts for the system.
- Survey & recommendation for cost effective procurement of all parts
- Provide guidance to contractor and construction manager for installation implementation and safety procedure.
- Assistance for Project Manager on project tendering. (design, drawing, SKUs & logistic costing)