

ELOISE CHEOK ENG CHENG

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Availability: Immediate

EXECUTIVE SUMMARY

Dynamic and results-driven Regional Sales and Business Operations Leader with over 10 years of experience driving significant revenue growth and fostering strong customer relationships across Southeast Asia. Adept at strategic planning, team management, and market expansion in highly competitive environments. Known for surpassing sales targets, optimizing processes, and implementing effective solutions to achieve business objectives.

KEY CAPABILITIES

- **Sales Leadership & Strategic Planning**
 - **Multinational Team Management**
 - **Market Analysis & Consumer Engagement**
 - **P&L and Budget Management**
 - **Change Management & Process Optimization**
 - **Negotiation & Stakeholder Communication**
 - **Fluent in English, Chinese, Cantonese, Malay**
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PROFESSIONAL EXPERIENCE

Spectrum Brands (Singapore) Pte Ltd

ROA Sales Leader, HPC | *July 2023 – Present*

- Manage exclusive distributors across Southeast Asia, including Singapore, Malaysia, Hong Kong, Cambodia, Philippines, Korea, Mongolia, and Sri Lanka, ensuring alignment with global market strategies.
- Lead regional sales efforts by driving market strategy and planning in collaboration with key stakeholders, translating strategic objectives into measurable goals.
- Strong experience in managing end-to-end distribution operations, optimizing logistics, and streamlining supply chain processes to ensure operational excellence.

- Spearhead digital transformation initiatives, leveraging automation and data analytics to optimize business operations and enhance efficiency.
 - Utilize data-driven decision-making and market analytics to inform sales strategies, forecasting, and performance evaluation.
 - Develop and implement sales account strategies to ensure alignment with financial targets, translating market insights into actionable sales propositions.
 - Foster consumer engagement through localized product offerings, campaigns, and an optimized portfolio, leading to increased market penetration and brand visibility.
 - Collaborate with global business teams to develop tailored marketing initiatives and promotional strategies based on market needs and trends.
 - Develop and oversee brand strategies, ensuring strong consumer communication, product positioning, and alignment with business goals.
 - Achieved 60% growth in brand sales within the first year by optimizing the product portfolio, improving distributor relationships, and increasing market reach.
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Norres Industrial (Shanghai) Pte Ltd

Export Manager | *June 2018 – July 2023*

- Managed & developed B2B customer relationships across 12 regions (AU, NZ, KR, JP, SG, MY, TH, PH, ID, VN, HK & India), focusing on industrial applications including electrical, automation, and environmental engineering projects.
- Spearheaded regional sales growth and increased share-of-wallet (SOW) across all Norres product lines, including industrial hoses used in pneumatic, exhaust, cable protection systems, and wastewater aeration.
- Promoted Norres's membrane tube diffuser systems in municipal and industrial wastewater treatment projects, supporting specification, tendering, and technical sales processes.
- Cultivated strategic ties with project engineering firms and secured preferred supplier status for automation, E&E, cleanroom, and wastewater infrastructure bids.
- Monitored and reviewed APAC sales team's annual KPIs and took full P&L responsibility across the region.
- Designed and implemented regional account strategies, aligning with the technical requirements of E&E-integrated and sustainability-driven industrial sectors.
- Directed regional business planning, fostering cross-functional collaboration between sales, engineering, and technical support teams.

- Conducted online technical training for key accounts to strengthen product knowledge in cable conduit systems, anti-static hose solutions, and other industrial automation components.
- Oversaw daily operations across customer service, logistics, and inventory—supporting demand forecasting for E&E-heavy industries such as semiconductor, pharmaceutical, and water treatment.
- Collaborated monthly with the factory director to review manufacturing and supply chain processes—emphasizing procurement and distribution for technically sensitive components (e.g. ESD-protected hoses, high-temperature tubing, membrane diffusers).
- Liaised with product engineering and technical sales teams to interpret client specifications involving electrical insulation, grounding needs, static dissipation, and process flow requirements in industrial and utility environments.
- Supported product localization and compliance efforts, gaining familiarity with CE, RoHS, and other E&E and environmental certifications.

Key Achievement:

- Led the region to 300% revenue growth and 150% for Environmental Solution’s Sales growth.
- Build up at least 3 strong distributors in 12 countries.
- Achieved a 32% saving on outgoing by reworking the budget template.
- Successfully implement a Full complete SOP for export region.
- Achieve 98% KPI success for Supply Chain and Customer Service progress.

Belden Singapore Pte Ltd

Regional Inside Sales Executive | 2014 – 2018

Oversaw and managed the ASEAN Cluster, realigning processes within the cluster in alignment with regional responsibilities and requirements to support a regional market sales volume of USD \$130M and an average inventory value of USD \$7M.

As a member of the leadership team for regional responsibility, having direct report of Customer Service, 3PL & process system.

Key Responsibilities

- Lead S&OP meetings meeting with Commercial/Product Manager, reviewing recommended sale forecasts and inventory goals.
- Manage inventory targets (including safety stock levels, Fill Rate, MOH) and SEA Regional Supply Chain P&L

- Manage the customer Service, forecasting process, procurement, distribution and transportation within the context of international regulatory and trade compliance and streamline the operation to ensure smooth supply chain operations in the region

Projects Responsibility

- Project Lead APAC NDS (Network Distribution Study) with Accenture consultation Team
- Lead the RFP (Request for Plan) Process with selected 3PL for Regional contract
- 3PL Rollout for SEA countries (Spore, Malaysia)
- Project Lead for 3PL optimization Study

Key Achievements

- Reduced customer service department operation cost by 40%
- Designed, developed and utilized a new measuring matrix for customer service team thereby achieving a 40% efficiency improvement for AHT (Average Handling Time)
- Collaborate with the Regional Supply Planner and Sales to develop and roll out the regional template for SOP.
- Drive a Order Fulfillment rate of 98% for all Product range
- Achieving a MAPE improvement of 10% point

Key Responsibilities

As Assistant Operation (Procurement & Logistic)

- Monitor Copper price and generate PO to our regional factory OR third party supplier for production.
- Evaluate, propose, select and negotiate outsourced distribution contracts where applicable
- Provide support for regional Logistics Liaison and Warehouse Associates
- Ensuring adherence and compliance with all shipping and transportation regulations as agreed contractually with carrier network, to include any security regulations.
- Review freight rates to compare with other transportation costs to keep cost low.
- Relationship and contractual management with warehouse providers in regional locations
- Plan warehouse and distribution centers for storage of goods, managing information accrued from point of origin to delivery, orchestrating transportation movement (on time shipment).
- Maintaining and monitoring Service Level Agreements with warehousing and transportation partners
- Accountability and partnership with other appropriate Belden functions, such as Customer Service, Quality Assurance, Regulatory (Domestic & International), Legal, Finance, - - -

- Purchasing, Information Technology, etc. and maintaining these key relationships
- Assigned by management for reviewing and streamlining the SEA ordering platform.

Key Achievements :

- Designed, developed and deployed the Sale Return authorization work flow for efficiency and better governance control.
 - Train as SAP super user.
 - Appointed Project manager for the 3PL outsourcing for Singapore
 - Designed and developed a comprehensive customer service agent induction program
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Bausch + Lomb (Valeant)

Customer Service Executive & Team Lead | 2010 – 2014

- Responsible for order fulfillment.
- Handle incoming calls from an optical trade, OTC & Hospitals.
- Process customer orders and ensure all information pertaining to orders is correctly reflected on all processed orders within the set target timeline. Track order status and coordinate to achieve our daily KPI.
- SRN & CRA Management (Credit note & stock returned from customers)
- Coordinate cross-functional research activities to reconcile significant variances and refine the forecast model to reflect updated Sales, Marketing, and Finance team in daily operation.
- Co-ordinate orders with various internal department such as. Finance (for accounts issue) and Supply Chain department (stock supply) on order fulfillment.
- Generates demand forecast (operational forecast), Placing in order for the source to ensure on-hand inventory is sufficient to cover forecast requirement. Monitoring and manage backorders and inventory in the warehouse.
- Arrange the lead time for bundle pack in a third party warehouse, make sure all bundling products will be completed on time.
- Prepare month end report for the manager and make sure the whole teams met team KPI.
- Took Supply Chain Management course in SIPMM.
- This position reports to Supply Chain Manager, South East Asia

3PL Management

- Receive daily report from 3PL to make sure orders are 100% delivered on the same day.

- Maintaining and monitoring Service Level of warehousing and transportation partners.
- Communicate with transporter to arrange urgent delivery for priority orders.
- Meeting with 3PL once a month to monitor the service level & accuracy for both parties.

Key Achievement:

- Handle a team of 4 people with their daily jobs and Co-ordinate daily operation with service providers (3rd party Warehouse & Source).
 - Participated in new system modernized solution and configure the deployment smart frame and tab enabled Order Entry screens to nominated end users and provide a report on the remaining efforts required to modernize the entire BPCS.
 - Successfully input recording system in Avaya phone, after 6 months preparation and meeting with Avaya Company.
 - Suggest and Implement paperless for all documentation.
 - Demonstrate proficiency in statistics & forecasting for operational impact.
 - Having a good relationship with internal and external customer: Schenker (3PL), Damco, -Expeditors etc. (freight forwarder), internal departments and overseas customers.
 - Provide weekly and monthly sales total to management, using excel spreadsheet.
 - Reallocate to Malaysia to support in setting up a team of 8 from scratch to Daily Customer Service Operation.
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Teleperformance Singapore Pte Ltd

Customer Service | 2009 – 2010

- Handle Bausch & Lomb outsource Projects.
- Deal directly with customer either by phone or electronically
- Respond promptly to customer inquiries
- Handle and resolve customer complaints
- Process orders, forms, applications and requests
- Keep records of customer interactions and transactions
- Communicate and coordinate with internal departments

Key Achievement

1. Answered more than 60 calls a day and response to customer inquiry calls, quickly assessing the customer's needs and problems in order to deliver an ideal solution.

2. Get rewards from the company with no mistake in order processing for 6 months.
 3. Being bought over by Bausch and Lomb company on Dec 2010, due to outstanding performance when handling Bausch and Lomb projects.
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ACADEMIC QUALIFICATIONS

- **MBA (Currently Enrolled)** – UCAM
 - **Bachelor of Business Management** – University of Sunderland (2008-2009)
 - **Diploma in Marketing** – Tarc College (2006-2008)
 - **Certified Supply Chain Professional** – APICS (2013)
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ADDITIONAL SKILLS

- **Technical Skills:** Microsoft Office (Word, Excel, PowerPoint, Access), Stock Valuation & Selection.
 - **Project Management:** Strong multitasking and organizational skills, able to work independently.
 - **Customer Service:** Outstanding relationship-building and negotiation skills.
 - **Certifications:** Six Sigma Training.
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LANGUAGES

- **English** (Fluent)
 - **Chinese** (Fluent)
 - **Cantonese** (Fluent)
 - **Malay** (Fluent)
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AVAILABILITY & ADDITIONAL INFORMATION

- Open to relocation and international travel.
 - Dedicated to delivering results in challenging environments and driving team success.
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