

RESUME

C. CAREER GOALS/ASPIRATIONS

Before 30 years old:

Aimed to gain experience and to be successful in a wide array of marketing and business functions by running my own business and participating in other marketing ventures. However, the business ventures ran into problems during the dot com and economic crisis.

After 40 years old:

Motivated to provide for the family.

D. WORKING EXPERIENCE BY JOB FUNCTION

In Summary:

I acquired a wide spectrum of knowledge through conscious active participation of projects in my initial years and later predominantly in my consulting roles. I will be able to provide details of these projects upon request.

E. WORKING EXPERIENCE BY COMPANY

2004 Jan – Present	Part-Time	
1999 Feb – 2003 Sep	Systems Of Changes (SOC) Product & Market Development.	Senior Consultant
	ALM PR Agency (Subsidiary of SOC)	Senior Consultant/Head
	Engage in marketing activities such as PR, advertising & promotion activities but specialises in cybermarketing. ALM PR deviated from market - able to guarantee number of articles published and charged a nominal fee plus fee for every article published.	
1995 Aug - 1999 Jan	Seagate Technology International	Senior Marketing Executive
	Responsible for advertising and marketing programs in the AsiaPacific. Assist distributors in the creation of advertising materials and promotion programs	
1993 Jan - 1995 Jul	Oki Electronics Singapore Pte Ltd	Marketing Manager
	Report to Managing Director. Responsible for all marketing programs in SE Asia for all products. Assist head office (Japan) and subsidiaries in HK, Australia, NZ in producing marketing materials.	
1991 Feb - 1993 Jan	Oki Electronics Singapore Pte Ltd	Marketing Executive
	Reporting to General Manager. Responsible for the sales of printers in SE Asia	
1988 Apr - 1991 Jan	Ministry of Home Affairs	Investigation Officer
	Posted to various police departments like Sub-Court, Internal Security Department, Investigation Branch. Supervisory skills - in charge of 12 staffs	

1983 Jun - 1985 Jun	Ministry of Home Affairs General police work.	Police Officer
1982 Jan - 1983 Jun	Freelance salesman for slacks, bottle drinks, household products etc.	

F. EDUCATION/TRAINING BACKGROUND

1) Basic Education:

1985 – 1988	National University of Singapore	BBA
1983	Computer Studies/Programming	Certificate course
1981 – 1982	Catholic Junior College	GCE “A” - 2 distinctions
1977 – 1980	Balestier Hill Technical School	GCE “O” - 5 distinctions

2) Other Training:

1997 – 1988	Leadership, EDP Auditing, Japanese language, Interior Design, Fashion Design, Technical Analysis, Photography	
1989 – 1991	Courses mainly related to law and investigations.	
1991 – 1995	Attend 3 to 5 professional seminars per year: Product marketing (MIS), internet advertising, radio advertisement (Radio Station), marketing research, global marketing, direct marketing, TQCM.	
1995 – 1999	Attended mainly industry seminars like market research updates, professional seminars like marketing by Philip Khotler.	
1999 – Current	Most exhibitions in Singapore to update on the latest technology or services. Seminars related to the regional information organised by IE Singapore or areas such as HR Summits, FTA (Free Trade Agreement) etc	

Summary: Attended more than 150 courses and seminars till date.

G. INTEREST & HOBBIES

Movies, travel, testing of new softwares & hardwares.

H. LIFE VIEW

Live simply and simply live.

I. HEALTH HISTORY/FINANCIAL COMMITMENTS/CRIMINAL RECORDS

- 1) No major illness with medical insurance plan
- 2) No debts and HDB flat fully paid

3) No criminal records

J PROFESSIONAL MEMBERSHIP/CLUBS

Member of Singapore Press Club, NTU Alumni, Institute of Advertising Singapore, Singapore Professionals' and Executives' Co-operative, Singapore Chinese Chambers of Commerce & Industry

H CHARACTER REFERENCES (OTHER THAN RELATIVES)

Upon request.