

- **Seow Ting,Chew** (barriecheew@yahoo.com, +1 818 469 6353)

PROFILE

- **23 years of diversified global scale end to end supply chain operational management and strategy implementation experience** with different industries MNC (Sony, Sun Microsystems, Triumph International, Univinson, TCC, Equus Computer Systems). Overseeing and implementing viable successful Global Value Chain strategies. In-depth and proven track records of achievements and strategic execution of full spectrum of Supply Chain Operations; Sales / Demand Planning, Supply Planning, Sourcing/Purchasing, Supplier Management, OEM Contract Manufacturing, Production Scheduling, Capacity Planning, Inventory Management, P/L, New Product Launch, Business Planning, S/O Fulfilment, Budgeting, Warehousing, Distribution, Shipping
- **My viable Global Supply Chain Management strategies are always Demand Management/Planning oriented**, which is uncommon and lacking in most practice. Shrew and competent in Demand Management, through comprehensive Data Analytics on Budgeted Forecast vs Actual, Risk and Cost management/ Inventory Management, to achieve optimal Demand/Supply balance to reduce unnecessary inherent risk of inventory.
- **Organizational and effective situational leadership qualities are demonstrated through large scale hands-on IT/ SAP SCM/ERP (Procure to Pay) Project Implementation/Management. Lean 6 sigma black belt certified**, coupled with Change Management experience and Champion for Business Process improvement
- **Inventor – for Portable Inflatable Self Adjusting Cushion. Obtained patents in Singapore/Hong Kong** With application in United States: USPTO Application #: #20090236888

EXPERIENCE

1. **June 2016 – Jan 2020: Director of Supply Chain Management, Equus Compute Solutions (United States)**

Equus Computer Systems, headquartered in Minneapolis, is one of the US 50 leading Computer System Builders delivered more than three million custom-configured computing solutions. (Notebook, Desktop, Servers, Storage)

Accomplishments

- Strategically reduced Company inventory by 38% from USD 4 millions to 2.5 millions for 2017 to 2019 for Equus Computer Systems ,while reduced 25% every year for Rimage business from USD 10 millions to 8 millions to 6 millions(2017 to 2019) Achieving through well-established Purchasing Strategy, Inventory Management and Planning. Days of Inventory =25 days with 85% of inventory less than 30days old.
- Generated USD 3 millions of cost savings through strategic buying of commodities, negotiated pricing and special rebate program with suppliers
- Orchestrated localization program to generate USD 1.5 millions saving through payment terms, free delivery and reduced logistics expenses

Responsibilities

Overseeing 2 business units: Equus Compute Solutions and Rimage (Digital Publishing Solutions). Lead Global Purchasing team, with yearly purchase of USD 150 millions computer parts such as CPU, Motherboard, RAM, Chassis, Barebone / Machining/Plastics/Cables/motors etc. for complete system build

A. Strategic Global Procurement, Purchasing Planning, Sourcing and Supplier Management

- Managed more than 200 suppliers with yearly procurement of USD 150 million. Built a cost-risk balanced purchasing strategy. Developed strategic purchasing program while managing supplier performances and warranty, return policy, on time delivery and quality.
- Close collaboration with Key Suppliers (Domestic and International), in both direct and indirect procurement to formulate Supply Chain plans, processes and solutions for specific products, and to bid/negotiate on products/services of significant dollar value; planning, developing sourcing and commodity strategies, supplier priorities, and control/execution of Supply Chain activities.
- Developed a system to evaluate vendor quotations that utilizes appropriate negotiation and purchasing techniques to ensure quality, price, delivery, and service. Managed strategic supplier partnerships and creation of long-term supply agreements. KPI (Key Performance Indicators) metrics oriented on supplier's performance monitoring.
- Developed ongoing business strategy and take a proactive role in collaborating with other departments, external and internal: Engineering, program managers, quality and business developments for New Products Launch.

B. Optimal Balance of Global Demand /Supply and Inventory Management/Cost Savings

- Optimal balancing of global long-term forecast/demand& Supply, through comprehensive data analysis on historical data on trends, to ensure continuous supply with JIT delivery for Production. Establishment of quantitative supply chain metrics consistent with optimization of cost, quality, technology, service, and diversity.
- Global Inventory analysis, Days of Supply, End of Life products inventory planning, Safety Stock strategy, categorization of stock, strategic sales plan implementation to reduce aged/non-aged inventory to increase organizational cash flow. While managing sales fluctuations, ensuring healthy working capital flow with no loss of sales and high fulfillment rate
- Transform the Global Supply Chain from its current procurement/purchasing orientation to a full spectrum, strategically oriented Integrated Product Team that is actively engaged in each business unit goals and objectives.

2. Dec 11 – end Aug 12: Inventory Planning Manager, The Continuity Company (Hong Kong)

The Continuity Company is the single largest global provider of marketing programs to the grocery retail, fuel, and convenience store sector that are specifically designed to change shopper behavior and increase sales. Global retail clients include Tesco, Carrefour, Metro, BP, Dairy Farm Group (7-Eleven, Wellcome, Cold Storage), Shell, and etc

Accomplishments

- Successful reduction of global inventory level from Euro 2.9 mil to 2 mil in 2012. Developed an optimal and qualitative sourcing and effective supply of both raw materials and finished goods, were able to aptly mobilize inventories from one end to another across the globe while maintaining a healthy inventory level.
- Successfully orchestrated timely product availability process with right balance between customer satisfaction and company from high financial risks that is inherent to the nature of the business, without any sales losses.

Responsibilities – Lead end to end value chain multi-countries marketing programs for global retailers Manage a portfolio of products (Knives, Cutlery) of estimated 100M USD in merchandise with provision of 30 million units of product for 3-6 months of global ongoing 20-30 marketing programs/yearly – Lead 2-3 Supply Chain Managers.

(A) Marketing Program Management – Global Demand management cum Supply Planning

- Project management of sales-increasing-marketing-events of global retailers with team of sales, program managers, supply chain, shipping, warehousing team with main focus on production, inventory planning, inventory management, purchasing, and the customer delivery process.
- Strategic and effective planning to provide timely quantity of continuous supply of right amount of goods from multi-country sourcing of global manufacturers, regional warehousing and distribution centers, to concurrent ongoing multi-countries 20-30 marketing programs through data mining and management on actual vs budget

(B) Supplier, OEM Manufacturer, Warehousing Management /Inventory Allocation/ Management

- Procurement of goods from regional suppliers and manufacturers to ensure a well-balanced and targeted level of inventories (fast moving and time sensitive products) at world-wide warehouses and distribution centers
- Resolution to contingent situations of over-sell, shortages situation, quality issues and production problems.

3. Apr 10 – end Sept 11 - Supply Chain Director, Univinson Cosmetic Company Ltd (China)

Univinson is China local skin care brand with its own retail, manufacturing and distribution. It is in number one position as top sales revenue generator in Watsons/Walmart nation-wide over 4000 stores with 3500 employees.

Accomplishments

- Implemented strategic collaboration activities with Sales and Marketing team and tactical inventory management policy to achieve substantial improvement of sales loss from RMB30millions to 15millions in 2010 within 6 months while also improved sales order fulfillment rate from 90% to 99%.
- Developed cost effective purchasing program with strategic suppliers to ensure continuous raw materials and finished goods supply that resulted in elimination of customer enormous penalty from RMB5million to RMB 10K within 3-6 months.
- Crafted up viable supply chain finished goods and raw materials coverage strategy with strategic suppliers that dramatically reduced inventory from 250days to 90days and resulted cost savings of RMB 5 millions.
- Tactful negotiation of payment terms with strategic suppliers had also improved company cash flow

Responsibilities – Stationed at China: Full Spectrum Supply Chain Operations Management - 25 staffs

Oversee 3 Pivotal Functional Teams: - 1) Demand/Supply cum Production Planning Team, 2) Sourcing/Purchasing Team 3) Logistics/Warehousing Team. Direct sales handling with Wal-Mart, Carrefour and Watson and Distributors

A. Demand Planning /Supply Planning Operations – Data Analysis focused and Inventory Management

- Optimal balancing of long-term forecast/demand and supply to ensure continuous supply to retailing customers. Manage Capacity, Production Scheduling, OEM Contractor/Manufacturer Management. Analysis Actual vs Budget while deep executing deep data analytic capabilities from end customer data till raw materials plan.
- Inventory analysis, categorization of stock, strategic sales plan implementation to reduce aged/non-aged inventory to increase organizational cash flow. While managing sales fluctuations, ensuring healthy working capital flow with no loss of sales and high fulfillment rate

B. Strategic Global Procurement, Purchasing Planning and Supplier Management

- Managed more than 100 suppliers with yearly procurement of USD 10 million. Built a cost-risk balanced purchasing strategy. Developed strategic purchasing program to ensure continuous and sustainable supply of raw materials to prevent disruption to Production and delivery to customers.
- Raw materials cost reduction and control program, Lead Time Reduction
- Raw Materials inventory management - Raw materials forecast, short-long Material Requirement Planning

C. Warehouse and Logistics Distribution Operations and Management

- Managed Sales Order Fulfillment Operations Management – Ensure timely delivery of required quantity of qualified finished products delivery to customers like both local and overseas retailers Watsons, Walmart, Tesco
- 3PL Management - Warehouse space utilization, and Logistics Operation (Raw materials and Finished Goods), Manage transportation service provider , network optimization and performance

4. June 03 – Feb 10 – Manager (Supply Network Planning) - Triumph International Overseas Limited, HK

With HQ in Germany and more than 100 years of history, Triumph is one of the leaders in Apparel lingerie Industry with about 37000 employees world-wide

Accomplishments

- Exhibited systematic, excellent planning and effective leadership, successfully implemented SAP SCM software at global manufacturing plants and sales offices resulting in:
 - Improved accuracy of demand planning and reduced unnecessary changes that affect Sales and Operation Planning; Improved quality of information flow and more effective decision making; Reduced inventory level from 4 to 2 months
- Implemented viable and effective Global Supply Chain Operating Model and strategy with to increase reliability of supply to market, reducing operating costs- supply cost (logistics/warehousing) raw materials and finished goods costs, optimal inventory level to support projected sales, timely delivery and high fulfillment rates.
 - Improved supply chain lead time from 18 to 12 months; Reduced costs by 20% through decrease of raw materials wastage + efficient material sourcing and management
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Responsibilities -: Global Supply Chain Operations Management and SAP SCM Software project implementation and program management – oversee 15 staffs

(A). Full Spectrum of Global Supply Chain Operations Management

- Managed a team of 15 on: - Long term Forecast & Demand Management/Planning, Sales Order Processing.
- Centralized Factory Management, Regional Capacity Planning, Demands and Supply Short Term and Long Term, Budget Planning for Regional Plants for volume of about 100 million pieces a year.
- Material Management, Allocation, Production planning, scheduling Long term supply planning. Distribution & Transportation Management, Inventory Management. New Product Launches, Suppliers KPI assessment.

(B). Co-lead global supply chain project & management – Global Demand & Supply Planning

- Co-lead to develop **Global Business Blueprint** for Supply Network Planning for worldwide operation
- Build a kernel Global Demand and Supply Planning solution base on SAP SCM software to manage worldwide demand with integrated supply chain networks. Developed Statistical model through data analytics process for more accurate and closer to market Demand Plan supported by viable Supply Planning

(C). 4 years of on-site Project Implementation of SAP ERP/Supply Chain Management Applications (SAP APO – Demand Planning applications) & Procure to Pay Procurement Process, at Triumph Global sales countries and manufacturing plants

- Successful implementation and roll out of Global Demand Planning Process , Procure to Pay Procurement Process, and Applications at Asia Pacific Countries – Australia, Thailand, Hong Kong, Singapore, Switzerland etc
- Execute Change Management during the program implementation to ensure smooth roll out.
 - Define the possible change and impact to organizations, business and employees with the new system. Analyze type of change/Assess impact / Plan change/Implement the new SAP systems
 - Plan resources to execute the change – communication/awareness/Educational training and support

5. May 00 - Nov 02 - Solution Architect, Sun Microsystems California Limited, Hong Kong

Sun Microsystems was a pioneer in Java technology and one of the key players not only in hardware but also software in provision of powerful infrastructure platform to help Fortune 500 company to dot.com their business.

Accomplishments

- With sharp business acumen coupled with outstanding ability to comprehend customer needs and provision of right solution, had successfully clinched 5 deals worth USD 3 millions of E-Commerce Solutions in Asia Pacific.
- Introduced enhanced effective collaboration plan with sales field resulting in increased number of customer opportunities (20% increase) for E-Commerce and Portal Solution to meet revenue goals;
- Development of creative solution proposal, shorten sales cycle and increased competitive edge of sales team

Responsibilities: Software Sales with Asia Pacific responsibilities, E-Commerce Solution & Portal Solution consulting sales at senior management level

- Senior management level and multi-industries engagement pre-sales activities (Government, Automotive, Banking, Telecommunications, FMCG)
- Build E-Commerce target account plan with sales team and execute to meet Targeted Goals of Revenue.
- Evangelizing and pitching Sun ONE Vision, Architecture, Platform and Services in marketing events
- As a Consultant, analyzing customers business solution needs and dot COM strategies, propose and architect Internet-Technology based solutions, write proposal (Response to RFP and RFI) to meet customer's dot COM strategies. Drive product and solution awareness strategy. Lead field product management strategy enablement

6. April 91-April 00 - Department Head, Supply Chain Operations, SONY (Japan/Singapore/Hong Kong)

Accomplishments -: Global Demand Driven Supply Chain Management

- Proposed Regional Business Process Re-Engineering- merged Order Management Team in Singapore and Production Planning Team in HK Office – creating substantial synergy/reduction of Order Processing Lead Time by 30%).
- Developed global supply chain re-configuration of deployment through implementation of DIRECT shipment from China ports and Multi-country (Asian) LCL (Loose Container Load) consolidation has resulted in:
 - ❖ Shorten transportation lead time by 40%, ii) Decrease Total Supply Chain cost by 30%, equivalent to about USD 2 million a year iii) Experienced increased in customer satisfaction with reduction in shipment defects caused by LCL cargoes shipment.
- Developed closer relationship and tighter collaboration with the 30 Asian Contract manufacturers through EDI exchanges (production progress data, invoices/orders) improved operational efficiency & automate manual entry.
- Led changes through Vendor Managed Inventory Monitoring System with selected Global customers, to improve Order and Forecast Accuracy. Improved productivity by 30% with remarkable decrease in unnecessary and unproductive work of handling changes of order by the multiple departments down the Value Chain.

Tangible and Measurable Benefits:

- ❖ Attained goal of Inventory reduction from 3 months to 1 month at end customers and suppliers for strategic products. Improved P&L with the bottom-line cost savings of Supply Chain
- ❖ Order to Delivery Lead Time reduction from 5 months to 3 months.

Responsibilities: Oversee Global Supply Chain Management operation consisting of Production Planning Team, Demand/Order Management, Customer Service – 15 Staffs

- Strategic and creative management of Global scale B2C (Business to Customers) demand planning of Sony world-wide 66 sales companies and B2B (Business to Business) supply planning directly with 30 Asian Contract Manufacturers. Customers are Wal-Mart, BestBuy, Circuit etc. big Super Stores in U.S
- Business Planning – for OEM business 4. 3PL - Logistics Planning & Distribution Channel Configuration

(A). OEM/Contract Manufacturing Management /Supply Planning/ 3PL - Warehousing Responsibility

Proven and effective management of regional Contract Manufacturing operation for 30 OEMs. Set up new factories, Developed SOP for regional end to end Planning and Supply Chain Initiatives. Major focus on Demand/Supply Balancing, Purchasing Planning, Supply Planning, Production Planning and Distribution, 3PL management, Warehousing Management, Budgeting, Data Management to fulfil more than 5 million pieces a year.

Initiated and implemented Business Process Re-Engineering Projects

- Rollout of Parts Lead Time Reduction Projects for OEM factories.
- Conceptualized and actualization of new Shipment Route
- Implemented and executed Electronic-Business Solutions with vendors

(B). Demand/Order Management & Customer Servicing Team Responsibilities

- **Merchandising Planning, Retail Store Operation Planning /Formulated strategies with sales team to manage** New Product Launch / Consolidate/Analyze world-wide sales demand for strategic supply planning
- Retail operations/market analysis to formulate efficient distribution strategy
- Co-managed end customers inventory with sales companies – Implemented with Wal-Mart on VMI

(C). Business Process Improvement Change Management

- Identify the type of change to our business process improvement. Analyze the type of changes, technical feasibility/ costs & benefits and assess the impact of change to relevant internal and external parties
- Create Master Plan to execute the change. Create awareness and communication plan to all affected parties. Execute change, evaluate new business process and control/maintenance

7. Military Police (Corporal), Singapore Armed Forces

EDUCATION - National University of Singapore – No. 1 in APAC / among 25th in the World

1. Bachelor of Arts & Social Sciences Degree, Honours Degree in Economics.
2. Bachelor of Science Degree
3. Lean Six Sigma Black Belt by Six Sigma Institute (HK)

Languages

- Proficient in written and spoken
 - English//Mandarin/Japanese/Cantonese/Hainanese/ Some German

Note:

No visa is required to work in Singapore, Hong Kong, United States