






DERIC GOH WEI HOR

CONTACT

-  No.3 Lorong 21, Taman Lake View, 34000Taiping, Perak, Malaysia
-  +6012 5309966
-  dericwhgoh@yahoo.com
- Lin: <http://tinyurl.com/dericwhgoh>

SKILLS

- Profit and revenue-generating strategies.
- Development of local talent.
- Effective & Profitable Sales Distribution development and implementation.
- Business Transformation.
- Sales and Marketing development

CERTIFICATES/LICENSE

- HRDF Accreditation Certified Trainer - HRD Corp - Human Resource Development Corporation (2024)
- Certified Professional Trainer (IPMA), UK (Oct 2023)
- Post Graduate Diploma from Chartered Institute of Marketing (CIM), UK (Dec 2001)

LANGUAGES

Written: English, Malay, Hokien,
Spoken: English, Malay, Hokien,
Cantonese.



SUMMARY

Expert in Marketing & Sales Distribution Strategy bringing 30 years of expertise at the managerial level in the FMCG and Food Service industry with a history of recognition for performance. Adaptable and agile with extensive experience in change management and corporate transformation.

- Successful in turning around a public listed company which was in the red for 7th consecutive quarters into black in less than 12 months. (Revenue 590 mil pa)
- Successful in growing a local brand from less than 1% market share to 8% market share in 12 months' time. (Revenue of 200 mil pa).
- Successful in transforming a consecutive 6th years worst performance region into the best performance region in 18 months' time with the same employee and distributor.

EXPERIENCE

Certifications and Expertise:

Deric Goh is a Certified Professional Trainer & Consultant specializing in Sales Distribution Strategy & Solutions in both the Food Service & FMCG industry with over 30 years of managerial expertise. He is renowned for his ability to drive rapid sales and distribution improvements, delivering tangible results in as little as 6 months.

Professional Experience:

- He is particularly renowned for his proficiency in the FMCG and Food Service Industry.
- Deric Goh has held key managerial positions in both multinational corporations (MNCs) and KLSE-listed companies.
- His involvement in critical business decision-making, business and team development, and sales & marketing strategy spans across FMCG and Food Service Industry.
- Contributed significantly to strategic business growth & development plans for two Global Fortune 500 companies and various local companies, including a public listed company in Malaysia.

Notable Achievements:

1. Revived a struggling publicly listed company from 7 quarters of losses to profitability within a year as Senior General Manager.
2. Achieved 5 years of consecutive double-digit business growth as a Regional Manager for 2 MNC Fortune 500 companies.
3. Elevated a local brand in a competitive international market from less than 1% to an 8% market share within 12 months as National Sales Manager.
4. Implemented a successful business development program targeting local Malay consumers, resulting in over 300% growth in less than 12 months as a Business Consultant.
5. Developed and executed a strategy for a local company to venture into international markets as a Business Consultant.
6. Currently a freelance Consultant for both GLG & Capvision, Leading Industry Expert Knowledge Services Providers

Employment History

**Business Development Consultant/Trainer, 04/2023 to date.
Freelancer.**

With a rich background in the Food Service & FMCG industry, I have had the privilege of serving as a Consultant for both GLG and Capvision, two leading providers of industry expert knowledge services. Some of the completed projects as below:

- Devising a sustainable market entry method for food service products into the Malaysian market.
- Expanding to Overseas Market | SEA Sauce Market
- APAC Sauce and Condiment Food Service
- Product Innovation Specialist

Regional Sales Manager, 08/2011 – 03/2023

Unilever Food Solution – North & East Coast, Malaysia

- **Food Service Industry.**
- Manage & Lead a team of sales personnel which consists of 3 Managers, 6 Key Accounts Exec/Managers collaborating with 4 Distributors in achieving company sales distributions and profitability objectives.
- Project Lead in developing & implementing Sales Force digital Apps. ((Salesforce digital selling Tools)

Senior General Manager, 09/2008 – 07/2011

Stanson Marketing Sdn Bhd – Kuala Lumpur, Malaysia & Singapore

- **Bakery Industry**
- Manage and Lead both Malaysia and Singapore Sales & Marketing Team in achieving company sales distribution and profitability objectives.

National Sales Manager, 02/2006 – 08/2008

AKJ Marketing Sdn Bhd – Kuala Lumpur, Malaysia

- **Tobacco Industry**
- Manage & Lead total Country Sales and Marketing team in achieving company sales distribution and profitability objectives.

Regional Sales Manager, 11/2002 – 01/2006

Stanson Marketing Sdn Bhd – North & Central, Malaysia

- **Bakery Industry**
- Manage and lead a sales team on assigned areas in achieving company sales distribution and profitability objectives.

Regional Sales Manager, 05/1995 – 10/2002

Philip Morris International (Malaysia) – North & East Coast, Malaysia

- **Tobacco Industry**
- Manage and lead a sales team on assigned areas in achieving company sales distribution and profitability objectives.

Area Sales Manager, 12/1991 – 04/1995

Buildcon Bhd (YTL Cement) – Kuala Lumpur, Malaysia

- **Building Materials -Ready Mix Concrete**
- Manage and lead a sales team on assigned areas in achieving company sales distribution and profitability objectives.

EDUCATION

- Certified Professional Trainer-International Professional Manager Association (IPMA), UK (Oct 2023)
- HRDF Accreditation Certified Trainer - HRD Corp - Human Resource Development Corporation (2024)
- Post Graduate Diploma from Chartered Institute of Marketing (CIM), UK (Dec 2001)

STPM: **Economy, 1984**

Setapak High School - **Kuala Lumpur**