



PT MEGA MANUNGGAL PROPERTY
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HO KEE SIN

CAREER SUMMARY

An achievement oriented Senior Management professional with extensive experience in the Asia Pacific region, in the key industries of Logistics/Warehousing and Telecommunications.

Key capabilities in: (1) building up and running multiple business divisions managing hundreds of employees and responsible for revenues of more than S\$150M; (2) business process re-engineering and strategizing to ensure the long term sustainability in changing environment and markets; (3) turn-around of loss making businesses.

PROFESSIONAL EXPERIENCE

RHT CORPORATE ADVISORY, RHT HOLDINGS / JULY 2016 - PRESENT

The RHT Group of Companies, spanning Singapore, HongKong, Indonesia, Malaysia, Thailand & Vietnam, provide professional services to numerous financial institutions, fund and asset management companies, listed companies on the Singapore Exchange, as well as to over a few thousand private companies.

Advisor / July 2016 - Present

Expertise advisory on supply chain/logistics/warehouse operations, mergers & acquisitions.

TOLL GLOBAL LOGSTICS, TOLL HOLDINGS LTD / SEPTEMBER 2006 - FEBRUARY 2016

The leading logistics service provider in Asia Pacific with a turnover of A\$8 billion, headquartered in Melbourne. The division of Toll Global Logistics covers 11 countries in Asia Pacific and manages a revenue in excess of S\$500M.

Japan Post, with an asset base of A\$3 trillion, had completed the takeover of Toll Holdings Ltd in 2015, with the intention of using Toll to spearhead their ambition of expansion globally.

Director, Singapore/Malaysia / July 2012 - February 2016

Responsible for the entire operations and profitability of the Singapore and Malaysia region, generating S\$130M revenue with EBIT of S\$13M and EBITDA of S\$20M. Key areas of operations include Warehousing, Inventory Security & Management, Trucking & Shipping Fleet operations, Port Operations, Properties ownership and operations under REIT, as well as regulatory and statutory compliances. Customers won and managed included P&G, Unilever, Cold Storage, Nestle, Shimano, Panasonic and Freeport.

Other responsibilities include managing relationships and gaining approvals & endorsements from government agencies like EDB, JTC, LTA and MOM, for various initiatives, including Land for new warehouse investments, special grants for innovative & security technologies, vehicles and manpower development.

Staff strength: 460

Dy Director, Singapore/Malaysia Region / January 2008 - June 2012

Senior General Manager, Singapore / September 2006 - December 2007

Key Accomplishments:

- Successfully restructured the Singapore/Malaysia Regional business processes with focus and specialization on vertical industry segments in 2014.
- Grew Revenue and profitability to S\$130M and S\$13M respectively by 2015.
- Successfully restructured the Shipping Feeder Services and turn-around the losses of Batam Feeders and Bintan Feeders to profits.
- Led the buy-out of partner (40%) in the JV company Xpress21 Pte Ltd running the Batam Feeder services.
- **Successfully set-up a JV company with Sembawang Kimtrans Ltd with paid up capital of S\$100k in 2006, and grew the business to a S\$12M business within a year.**

SINGAPORE TELECOMMUNICATIONS LTD / MAY 2000 - JULY 2006

The largest telco in SE Asia and the leading regional telco in Asia - with a turnover in excess of S\$10b and operations in Asia, Australia, Europe and USA.

Director, Enterprise and Channel Sales / July 2006

Responsible for Sales and Marketing Campaigns for Enterprise and SME customers holding revenue targets of S\$150million.

Developed and run the different direct and indirect sales teams to deliver the sales target.

Staff strength of 60.

Director, Account Management / July 2002 - March 2005

Dy Director, Business Marketing / May 2000 - June 2002

Accomplishments:

- Reorganized group to focus on the 2 key areas of winning new businesses and retention of existing businesses.
- Directed the new business team in winning major customers like: regional budget airlines (AirAsia), major U.S. online IT publisher (CNet), key TLCs developing local and regional properties (Mapletree & Ascendas), Japanese pharmaceutical MNC, European luxury goods conglomerate, etc.
- Develop/maintain relationships with vendor partners (e.g. IBM, Datacraft, NetStar, NCS, Malifax, etc) and mobilizing them in joint bids and sales campaigns.
- Initiated and developed plans for Sales Contact Centre to handle the expanding customer base more efficiently.
- Implemented pricing framework for main suite of Corporate Products with various levels of empowerment for efficient sales engagement with corporate customers.
- Initiated and implemented web based market intelligence portal for Sales, Marketing and Product/Operations staff.
- Assisted in developing various scenarios for the representation to Minister/iDA on the proposed TCC.
- Drive Product Management and Regulatory Dept on the filing of pricings and schemes for various new marketing initiatives.
- Initiated and implemented marketing alliances with various partners, e.g. with Reuters in provision of breaking news/stock indices on mobiles, and with Cisco/HP in equipment bundles for SMEs.
- Participated in the integration exercise of Optus Corporate Business Division with SingTel Corporate Business Group. Key achievement in establishing transfer pricing mechanism, and sales engagement model.
- Implemented direct marketing programmes to SMEs and emerging enterprises, including setting up portals, channels and through direct sales

UNISYS ASIA PACIFIC PTE LTD / JULY 1999 - APRIL 2000

Business Development Manager

Responsible for developing new sales in Asia Pac.

Accomplishments:

- Established and managed key contacts of various telcos, including SingTel, StarHub, TMB, Maxis, Indosat, CAT, Smartone, and NTT.
- Closed major sale of voicemail system to SingTel worth S\$1.2m in a tender, and oversaw the implementation, training and handover – working with technical support team from NZ, S America and the local Singapore office.

BT (BRITISH TELECOMMUNICATIONS) / FEBRUARY 1995 - MAY 1999

BT was a global telecommunications company with an annual turnover of £24b and 130,000 employees worldwide.

General Manager, Market Development / May 1999

BT Global Strategic Markets

Accomplishments:

- Identified potential opportunities in South Africa for senior BT Directors through analysis of the Internet and mobile markets. This assisted BT Directors in deciding appropriate investment strategies.
- Developed the post submission strategy for StarHub's license bid and implemented the agreed marcomms & PR programmes targeted at various stakeholders.
- Awarded the only fixed and mobile licenses to StarHub with forecast revenues of S\$2 billion by 2007.
- Awarded the BT Global Quality Award for the efforts in securing the desired licenses for StarHub.
- Established procedures for basic market and competitive research programmes, which facilitated a consistent and faster approach to decision making.
- Re-strategized and won approvals from the BT Global Board to proceed with due diligence work on investment opportunities in Thailand and Indonesia.
- Identified the investment opportunity and evaluated potential GLC partners for a fixed license bid in Singapore. Succeeded in winning consensus from various stakeholders to form a consortium with STT, SP and NTT and successfully completed and submitted the Pre-Qualification bid (Code name: StarHub).
- Awarded the BT Strategic Markets Quality Award for efforts in planning and executing the StarHub investment opportunity.
- Produced individual Marketing Plans for Singapore, Malaysia, Indonesia and Thailand that were drawn from a common strategy. This enabled an increase in revenue from £16m to £22m.

MAERSK LINE / MAY 1988 - JANUARY 1995

Operates one of the world's largest privately owned fleet of container ships, tankers, bulk and car carriers.

Dy Sales Manager, Maersk Singapore / July 1993 - January 1996

Ship Owner's representative in Bangladesh / December 1991 - June 1993

Owner's representative to East Malaysia/Brunei / December 1990 - December 1991

Sales Executive, Maersk / May 1988 - December 1990 **Singapore**

Accomplishments:

- Development & successful formation of the JV company, Maersk Bangladesh Ltd.
- Identified and open up the new market in East Malaysia with sales revenue to S\$900k within a year.

● **ARBOUR FINE ARTS** / AUGUST 1985 - APRIL 1988

Gallery Manager

● **AMERICAN MARINE PTE LTD** / 1985

Electrical Engineer



EDUCATION

● **Master's in Business Administration (Strategic Management) (7 Distinctions)** / 1995

Maastricht School of Management (Holland)

● **Certificate in Administrative Management** / 1985

Institute of Administrative Mgt (UK)

● **Diploma in Electrical Engineering (5 Distinctions)** / 1982

Singapore Polytechnic

● **GCE 'O' Level (5 Distinctions)** / 1978

Raffles Institution