

# **RESUME**

## **PERSONAL PARTICULARS:**

Name: Jim Zuah  
Age: 41  
Marital status: Married with a daughter (13) and a son (7)  
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## **CAREER SUMMARY:**

I have had fifteen years experience in regional business development, sales, marketing, and management in Asia. I've got the proven track records of developing the new markets from scratch as a pioneer for three multinational companies. I am very experienced in Automotive OEM & Aftermarket (Consumer), Power Generation, Oil/Gas & Chemical, Marine, Building & Construction, Mining, Machine & Component, Plastic Injection Molding, Electrical & Electronics, and Metal Fabrication industries.

## **EMPLOYMENT HISTORY:**

May 2003 – Present

Company Name: Rencol MMI Technology Pte Ltd (an UK-Singapore Joint Venture)  
Location: Singapore  
Job Title: VP - Sales  
Report to: Managing Director, Rencol UK  
Products: Tolerance Rings – highly engineered and customized products  
Applications: Bearing mount, Torque transfer, Overload protection  
Markets: Automotive OEM, Electric Motor, Pump, Power Tools, Home Appliances, and Hard Disk Drive  
Territories: China/HK, Taiwan, South Korea and South East Asia  
Responsibilities: - Raise the awareness of Tolerance Ring in the above territories.  
- Develop new business through effective project management in automotive, electric motor, home appliance and power tools markets.  
- Improve the plant operation and the support to the Hard Disk Drive market.  
- Manage employees at the joint venture to achieve targets.

- Maintain successful communication with working partners and contacts at the Headquarter in UK.

Achievements:

- Established the potential customer base through cold calls and visits in all the targeted market segments within the first six months.
- Engaged ten potential customers to start up new projects within the first year.
- Closed many deals including three large companies within one and half year, i.e. Delphi (the world's largest automotive component maker), Johnson Electric (the world's largest electric motor maker), Sanli (the most influential automotive steering system maker in China, I made a breakthrough of using two tolerance rings for two different applications in the same steering column, this was the ever first case in Rencol's history) and ECM and Sun Motor (well-known HK based electric motor maker), etc.
- Restructured the organization to respond to customers' request more efficiently within very limited resources.
- Received "Supplier Excellent Award for 2004" from Emerson.
- Coordinated with two joint venture partners to achieve the goals of the joint venture though both parties had conflicting interests.

Jan 1999 – May 2003

- Company Name: ConocoPhillips International Inc.  
 Location: Singapore  
 Job Title: Regional Sales Manager  
 Report to: General Manager - Lubricant  
 Products: Lubricants – Automotive Consumer, Commercial and Industrial  
 Applications: Gasoline, diesel, & natural gas engines, steam & gas turbines, off-road equipment, and fishing & water sports.  
 Markets: Automotive Aftermarket, Building & Construction, Mining, Bus, Trucking, Fishing Fleet, Water Sports, Oil & Gas, Power Generation and Plastic Injection Molding.  
 Territories: China/HK, Taiwan, South Korea and South East Asia
- Responsibilities:
- Develop marketing strategies in the growth regions of China/Hong Kong, Taiwan, South Korea, Thailand, Philippines, Indonesia, Malaysia and Singapore.
  - Establish the brand awareness of Conoco's Hydroclear™ lubricants in Asia Pacific region.
  - Build out distributor sales strategy.
  - Provide distributors the needed training and marketing & technical support to implement their business plans and grow the sales.
  - Evaluate the performance of existing distributors and appoint new distributors.
  - Hire local sales people to build up the teams for direct sales.
  - Work with the US & AP marketing and technical teams to obtain the support for the business development in this region.

- Work with the US & AP logistics team and treasury department to fulfill the order processing.
- Achieve sales volume, revenue and profit targets.

**Achievements:**

- Established a new lubricant brand in Asia.
- Successfully launched a full range of new technology - Hydrocracked based lubricant products in automotive consumer, commercial (heavy construction, mining and fleet) and industrial (power generation & oil/gas) markets across Asia.
- Managed to sell the flagship products to many large and well-known companies, just to name a few, e.g. a) PSA (Port Authority of Singapore, the world's most efficient container port) & Hutchison's container port in Ningbo (a Hong Kong based port operator); b) Hangzhou Long Distance Transport Group Co. Ltd. (the first long distance bus company using GPS in China); c) Beijing Gas Transmission Co. (A breakthrough of using Conoco's natural gas engine oil in Caterpillar's largest natural gas engine (CAT G3616) and Waukesha's largest natural gas engine (12VAT27GL), not even being used in the US); d) Xuzhou Power Plant and Chongqing Power Plant, e) Far East Group in Taiwan (both mining and trucking fleet), f) Motor boat fleet in NAMI island where those popular Korean movies were shot over there.
- Identified the targeted market segments and worked out the product core range for each distributor in the respective countries to focus on.
- Re-positioned the pricing to a premium level and train the distributors to sell the benefits.
- Restructured the terms in the distributor agreement, e.g. from exclusive distributor to non-exclusive distributor, L/C payable 120 days after shipment date to L/C at sight, even convince the distributors to make the payment by cash in advance, etc..
- Straightened up all the existing distributors in Taiwan, Philippines, Malaysia and Singapore; appointed one new distributor each in Thailand, Indonesia, Hong Kong, Taiwan, & South Korea and five new distributors in China to grow the sales.
- Hired the local country managers in Singapore, Malaysia and Thailand to establish the direct sales capabilities.
- Assisted the GM to build up a marketing team and logistics team.
- Successfully launched the new brand "ConocoPhillips" and the new product packaging after Conoco and Phillips Petroleum merged.

Feb 1996 - Dec 1998

Company Name: Castrol Singapore Pte Ltd  
 Location: Singapore  
 Job Title: Business Development Manager (Jan 1997 - Dec 1998)  
 Report to: Business Director – Export & Marine  
 Products: Lubricants – commercial and Industrial including metalworking oils, chemical cleaners, and rust preventives.

Applications: Gasoline, Diesel & Natural Gas Engines, Steam & Gas Turbines, All types of Machine Lubrication, Metal Cutting, Cleaning & Rust Prevention.

Markets: Automotive OEM and Aftermarket, Fishing Fleet, Oil & Gas, Power Generation, and Fertilizer.

Territories: Indonesia, Bangladesh, and Cambodia

Responsibilities:

- To achieve the sales targets for industrial lubricant market in Indonesia and Bangladesh.
- To provide distributors the marketing and technical support to implement the sales plan.
- To train the distributor sales team to do both sales and technical services.
- To conduct training for end-user customers and distributors.
- To work with plant operation people and accounting people to timely fulfill the order processing.

Achievements:

- Took over the responsibility of managing two distributors in Indonesia just before the 1997 Asian economic crisis.
- Worked out the payment plan with those two distributors and collected back all the long overdue payments.
- Encouraged and worked closely with the distributors to survive the crisis and to grow the industrial lubricant sales mainly in automotive industry when the economy started to recover.
- Took over the accountability of the industrial market in Bangladesh after the former distributor, the state-owned oil company, switched to our competitor.
- Developed and trained a sales team of the new distributor in Bangladesh.
- Won back the turbine oil business in the Power Generation and Fertilizer Plants.
- Successfully developed a couple of new market segments, i.e. natural gas engine oil and commercial diesel engine oil in the Oil/Gas and Power Generation industries in Bangladesh.
- Helped my colleague and our distributor to resolve the product application problems and salvage the business in Cambodia.

Job Title: Technical Service Adviser (Feb 1996 - Dec 1996)

Report to: Technical Manager

Products: Lubricants – Industrial including metalworking oils, chemical cleaners, and rust preventives.

Applications: All types of Industrial Equipment Lubrication, Metal Cutting, Cleaning & Rust Prevention.

Markets: Automotive & Industrial OEMs, Oil & Gas, Power Generation and Plastic Injection Molding.

Territories: China/HK, Taiwan and South East Asia

Responsibilities: Local Singapore market

- To supervise the technical service engineer to provide pre and after sales technical services to customers in Singapore.

- To coordinate with Marketing, Production, and Laboratory to provide overall technical support to the sales activities.
- To keep close contact with UK Head Office and other Castrol units in US, Germany, and Australia to keep abreast of latest development and introduce the high performance products.

#### Group companies

- To provide technical support to other Castrol units in Malaysia, Vietnam, Philippines, China/HK, and Taiwan.
- To provide advice on product recommendation and trouble shooting.
- To handle customer complaints.
- To interpret the oil analysis results and make comments/suggestions on all the oil samples received.

- Achievements:
- Redirected the technical services and support to be cost-effective and results-oriented.
  - Conducted a few successful field trials on the newly introduced and local developed products.
  - Worked out the new product range and a series of product brochures to meet the requirement of the changing market.
  - Handle properly all the product quality complaint cases.

Nov 1993 - Jan 1996

- Company Name: Castrol Singapore Pte Ltd  
 Location: Singapore (Nov 1993 – Jan 1994)  
 Based in Shanghai, China (Feb 1994 - Jan 1996)
- Job Title: Sales Manager – Industrial  
 Report to: Director – Northern China  
 Products: Industrial Lubricants including metalworking oils, chemical cleaners, and rust preventives.
- Applications: All types of Industrial Equipment Lubrication, Metal Cutting, Cleaning & Rust Prevention.
- Markets: Automotive & Industrial OEMs, Oil & Gas, Power Generation, Metal Fabrication, Aerospace, and Paper & Pulp.
- Territories: China – East & Northern China
- Responsibilities:
- To achieve the financial and marketing objectives set out in the budget and marketing plans.
  - To be responsible for all direct and distributor sales.
  - To supervise the work of local staffs on a daily basis, attend internal and external meetings as required and make appropriate arrangements in relation to visitors from overseas.
- Achievements:
- Recovered the sales and increased sales volume of 1994 by 61.5% against that of 1993.
  - Exceeded the year volume budget '95 by 48% and made an increase of the total sales volume of 1995 by 212% compared to that of 1994.

- Completed the rationalization of product core range and the positioning of prices for both direct sales and distributor sales.
- Developed a few new markets by project approach, such as factory fill transmission fluid – Volkswagen, R134a compatible synthetic refrigeration oil – automotive air con, and power generation, etc.
- Established the relationship and developed the business with major OEMs.

Jan 1993 - Oct 1993

Company Name: National University of Singapore  
 Location: Singapore  
 Job Title: Research Scholar

Responsibilities: - To do research on Robot Force Control.

Achievements: - Completed the Technical Report on "Control of Force-Motion Interactions during Constrained Tasks using A 1-DOF Robotic Manipulator".

Aug 1990 - Dec 1992

Company Name: Castrol (Hong Kong) Limited, Shanghai Representative Office  
 Location: Shanghai, China

Job Title: Technical Services Supervisor (Jul 1992 – Dec 1992)  
 Report to: Chief Representative & Industrial Director  
 Products: Industrial Lubricants including metalworking oils, chemical cleaners, and rust preventives.

Applications: All types of Industrial Equipment Lubrication, Metal Cutting, Cleaning & Rust Prevention.

Markets: Automotive, Metal Fabrication, Machinery, Oil & Gas, Power Generation, and Aerospace.

Territories: China

Responsibilities: - To be in charge of the whole operations of the Shanghai Representative Office and report to the Chief Representative based in Hong Kong.  
 - To achieve the marketing objectives in the industrial market.  
 - To develop the skills of staffs on marketing, sales, and technical services.

Achievements: - Increased sales volume of 1992 by 148% against that of 1991.  
 - Built up an industrial sales team  
 - Established a strong customer base in the major industries.

Job Title: Technical Service Engineer (Aug 1990 – Jun 1992)  
 Report to: Chief Representative

Responsibilities: - To promote the image of Castrol and increase the brand

- awareness through promotion and seminar in China.
- To conduct market research and business development.
- To identify and establish distributor and import channels.

- Achievements:
- Assisted the Chief Representative to start up the new business from scratch in China.
  - Developed almost one hundred customers.
  - Broke even the second year (1991).

Sep 1989 - Jul 1990

Company Name: Kunshan Luban Engine Co., Ltd. (A Sino-Canada Joint Venture)  
 Location: Kunshan, China  
 Job Title: Technical Engineer & Interpreter  
 Report to: Director  
 Products: Automotive rebuilt engines  
 Applications: Passenger Car  
 Markets: Second hand car re-building  
 Territories: North America

- Responsibilities:
- To assist the Canadian engineers to install and commission five transfer lines for automotive engine re-building.

- Achievements:
- Made successful communication between Canadian engineers and local staffs at all levels.
  - Assisted Canadian engineers to complete the re-building and the running-in test of the first lot of Chevrolet engines.

Jan 1989 - Aug 1989

Company Name: Shanghai Marine Diesel Engine Research Institute  
 Location: Shanghai, China  
 Job Title: Assistant Engineer  
 Report to: Team Leader  
 Products: Software  
 Applications: Computer Simulation

- Responsibilities:
- To take part in a new computer simulation project on the dynamics of a destroyer.

- Achievements:
- Completed the digital simulation of MTU diesel engine governor.

**EDUCATION:**

Sep 1986 - Jan 1989 Master degree in Power Mechanical Engineering  
 Major: Automatic Control

Sep 1982 - Jul 1986 Bachelor's degree in Power Mechanical Engineering  
 Major: Marine Power Mechanical Engineering