

Peter Loh Hoe Kwong



Peter LOH has more than 20 years of experience spanning across different industries – electronics, semiconductor, automotive, telecommunication, oil & gas, and covering a wide scope of functions including marketing and supply chain management.

Peter has worked for *Hewlett-Packard, Delphi Automotive, Motorola, and Shell Eastern Petroleum*, but aims to be a creative disruptor moving forward with his focus on IoT and Big Data analysis..

Focus on MBCI (Market, Business & Competitive Intelligence), IoT and Big Data in driving organisation behaviours and effectiveness on business strategy. A firm believer that MBCI with integrated IoT and Big Data solutions would drive the effectiveness of organisations in decision making.

Peter championed a project at SHELL for the Marketing global services worth over US\$300M where he spearheaded the market research on global target markets, supply base analysis, and competitive intelligence on industry best practices, e.g. P&G and Coca-Cola's drive to use "value-added" compensation model for marketing agency services. Recommended a "glocalisation" sourcing strategy adopted by the global category manager, to optimise category spend and achieved cost savings of more than 10%.

Peter had mentored aspiring startup entrepreneurs at Lithan Academy in the Technopreneurship and Edupreneurship bootcamps.

Peter graduated from Florida Institute of Technology (Computer Engineering) in 1989, and later obtained a Master in Business Administration (MBA) from Indiana University in 1993. Peter is currently an Adjunct Lecturer at Singapore Institute of Technology, and a Certified Trainer under Singapore WDA Advanced Certificate in Training and Assessment (ACTA) since September 2014

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Experiences

Peter Loh has more than 20 years of experience spanning across different industries – electronics (**Hewlett-Packard**), semiconductor, automotive (**Delphi Automotive**), telecommunication (**Motorola**), oil & gas (**SHELL**), and covering a wide scope of functions including marketing and supply chain management. Focus on applying Consultative Training in influencing organisation behaviours and effectiveness on business strategies.

Qualifications

- ACTA (Advanced Certificate in Training & Assessment) from IAL (Institute of Adult Learning) Sep-2014
- Supply Chain & Category Management
- MBA (Indiana University)
- Bachelor of Science in Computer Engineering (Florida Institute of Technology)
- PBL (Problem Based Learning) pedagogy – Republic Polytechnic (Singapore)

Core Skills for you

- IoT and Big Data (analytics) – data-mining for decision making, and process mining for more effective business processes, digitalisation and data analytics.
- MBCI (Market, Business & Competitive Intelligence) – corporate planning and management support for both Sales & Marketing and Supply Chain functions, to facilitate strategic decision making
- Supply chain, sourcing and category management – more than 10 years at Motorola, Shell and Hewlett-Packard.
- Big Data concepts and analytics applications – supply chain & logistics management (e.g. urban logistics), e-commerce platform (include materials management), sustainability (i.e. business model, supply chain management).

Selective Projects

- RSI (Rapid Sourcing Initiative) process lead for the In-bound Hub strategic sourcing project – internal consultant role to lead the logistics project team, to analyse and optimise the in-bound hub operations
- Marketing services global sourcing project – internal consultant to Global Category Manager and team, to review and formulate global sourcing strategy. Recommended a “**Glocalisation**” strategy, global tier-1 suppliers to manage with local customisation (i.e. local supply chain), learning from P&G best practice.

Sector experience

- Printing & imaging, electronics, automotive, telecommunications, oil & gas.

Language skills

- English, Chinese (both written & spoken)

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Adjunct Lecturer, Education

- Develop the Organisation & Management module materials – lecture presentation slides, case studies, discussion activities, provide reading materials.
- Responsibilities include conduct and facilitate lectures, provide consultation and mentoring for research assignment as well as group projects.
- Developed an Intro to IoT & Big Data Concepts workshop program to educate students on the potential applications across many different industries and business functions.
- Temasek Polytechnic – Supply Chain Management & Technology, Purchasing & Materials Management, Business Analytics. SG United program attachment project supervision.

Freelance Trainer & Consultant

- Mentoring working professional learners in their business projects
 - 3 phases: 1) business strategy, 2) go-to-market plan, 3) key metrics & financials
- **2 success stories** – Online learning program for Hindi language, and another launching a training co-op services online. I'm still helping both start-ups, who are part of my network. Match-make them with my network contact who has developed a LMS platform, to launch their services.
- IoT Big Data concepts & applications – workshop training programs to promote applications targeting audiences including HRM (recruitment, TNA and L&D processes), SCM professionals across all industries and markets.
- Conducted IoT seminar workshop training to ASEAN delegates for **MFA projects** – many delegates are interested in start-up ecosystem, supply chain and logistics management for e-commerce. E.g. [Yangon](#) May-2018, [Hanoi](#) Oct-2018.
- **Consultant** – Supply chain and logistics project for a global MNC client head-quartered Singapore, helping its supplier selection in contract negotiation and transition toward a new 3PL operational model.
- Involved in a cold-chain project for a SME importing frozen cakes and pastries from Europe, establishing new process to prevent broken links in the logistics processes, especially last-mile delivery in its Singapore hub.
- Worked on a platform solution proposal for [food delivery services](#) in collaboration with an IT vendor, however, our project team decided not to proceed with the project due to the intense competition and a potential shakeout in the industry and local market in Singapore.
- Supervised Industry Projects for Temasek Polytechnic students, in which 1 project involved a shared bike service vendor where the team and I recommended solutions for their supply chain and logistics operations.

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Strategy Development Manager, Training & Learning

- Perform training needs analysis and competency gaps for the supply chain operations department.
- Gather from senior management the required knowledge and skills related to supply chain management for the department.
- Process improvement projects – review supply chain operations for outsourcing suppliers such as Foxconn and Flextronics, improve process efficiency for productivity gains and cost savings.

Category Manager, Telecommunications

- An optimisation project to consolidate global sourcing spend and operations footprint for die-casting parts.
- Review and analyse global supplier base (including operations footprint), purchasing spend, and products supported.
- Consolidate supply base to an optimal number by region and products (i.e. manufacturing facilities) supported.
- Inbound hub project – project (and process audit) lead supporting logistics category team to review and redesign inbound hub processes, including VMI, JIT and lean applications.

Global MI & Sourcing Analyst, Oil & Gas (Lubricants for Automotive)

- Internal consultant and project lead role to provide and recommendations to Global Category Manager for Lubricants Retail category sourcing negotiation strategy.
- Engaged Euromonitor to provide research study on 8 global automotive markets for lubes product marketing strategy – include China, India, Germany, Russia, and Turkey.
- Distribution channel & marketing strategy – e.g. in India petrol stations is a major channel including servicing, in China car dealers is a major channel in recommending and provide services package, while in Germany & Russia, online marketing by automotive products speciality stores is a major channel, like Autobacs in Singapore.
- Recommend to consolidate global marketing strategy by 3 major global regions, selecting major regional marketing agencies, to customise local strategies for major markets such as China & India for Asia, Germany, Russia & Turkey for EMEA.

Senior Business Analyst, Automotive

- An internal consultant role to provide advice and recommendations on the cost and scenario analysis for the new setup of a manufacturing facility in China.
- Using reputable 3rd party demand forecasts, to provide Break-even and optimal operations scenarios for corporate planning and finance cost analysis objectives, as well as to meet customer's demand forecasts.
- Aftermarket study for navigation and audio system – research and analysis for market potential, segmentation, penetration rate, and pricing trends.