

Contact

www.linkedin.com/in/takhoyfoong
(LinkedIn)

Top Skills

Marketing Strategy
Sales Management
Management

Languages

Bahasa Indonesia (Full Professional)
German (Limited Working)
Cantonese (Full Professional)
Chinese (Simplified) (Native or Bilingual)
English (Native or Bilingual)

Tak Hoy Foong

Director, PT. Mitra Angkasa Sejahtera Tbk
Singapore

Summary

Steering change in distribution sales and marketing through digitalization, transforming teams and empowering them

Experience

PT. Mitra Angkasa Sejahtera Tbk
Director
June 2021 - Present (4 months)
Jakarta, Indonesia

PT. FAS Angkasa Super
General Manager
September 2019 - May 2021 (1 year 9 months)
Jakarta, Indonesia

PT. Koncepts Mulia Indonesia
Founding Partner & General Manager
July 2017 - August 2019 (2 years 2 months)
Greater Jakarta Area, Indonesia

PT Robert Bosch
Country Sales Director, Power Tools (Consumer Goods Division)
December 2014 - January 2017 (2 years 2 months)
Jakarta

- Oversight responsibility for all sales & marketing functions for all related business units in power tools including accessories, laser measuring tools, lawn & garden.
- Offline sales & distribution strategy, expansion, execution.
- Online power tools strategy, SiS, traffic ecosystem project, O2O.
- Driver of sales force management, sales excellence including the digitization of all backbone processes for critical productivity gains.
- In-country P&L responsibility, related costs structures, budget plans/ implementation.

PT Atomtech International (Retail)

Founding Partner & Executive Director

February 2012 - November 2014 (2 years 10 months)

Jakarta, Indonesia

- Appointed as retail partner for TRIUMPH (intimate apparel) in Indonesia.
- Executive oversight for all sales & marketing functions including retail operation, mobile sales activation, marketing & brand communication, merchandising, procurement & supply chain.
- Retail distribution covers 4 standalone boutiques and over 60 counters at class A department stores including Metro, Sogo, Debenhams, Centro, Parkson, Matahari.
- Company was renamed as PT. Izigo Angkasa Indonesia in Jan 2014.

PT. Multi Mayaka (Hardware & Consumer Electronics)

Executive Vice President, Sales & Marketing

March 2003 - January 2012 (8 years 11 months)

Jakarta, Indonesia

- Oversight responsibility for all sales & marketing functions for all business units in the group.
- Value chain begins at procurement, supply chain, sales management (modern retail & wholesale distribution), after sales service, promotions, strategic marketing & budgeting, brand communication, category management & product life cycle management.
- Managed over 2,000 direct dealer accounts and 19 branch offices across the Indonesian archipelago.
- Group portfolio includes:
 - o Bosch (power tools division)
 - o Karcher (professional & home cleaning solutions)
 - o Alpine (car audio & multimedia solutions)
 - o Kenwood & DeLonghi (small domestic appliances)
 - o Mayaka (in-house brand for home electronics)
 - o MultiPro (in-house brand for hardware & light industrial machinery)
- As a board member, direct report to chairman & owner of the company.

Robert Bosch Ltd (Power Tools AP HQ)

Regional Product Manager, Asia Pacific

September 2001 - February 2003 (1 year 6 months)

Hong Kong

- The Asia Pacific region covers all Asia except West Asia and includes Oceania (Australia & New Zealand).

- Regional product development and life cycle management.
- Development project planning, implementation & time-to-market control.
- Customizing country specific product marketing initiatives and product pricing strategies synchronized with each country's competitive landscape.
- Annual country specific business plan, marketing budget allocation and implementation including ATL & BTL activities, strategic marketing plan and tactical sales manoeuvres.
- Business & marketing intelligence.
- Direct report to General Manager, Power Tools Division, Asia Pacific.

Robert Bosch GmbH (Power Tools)

Management Trainee

July 2000 - August 2001 (1 year 2 months)

Stuttgart, Germany

- Part of the management trainee institution where selected Asian candidates are trained in global HQ in Germany in all related sales & marketing functions in order to be returned to Asia for management positions.
- 2 key projects were undertaken during my tenure in Germany:
 - o key account management project with OBI – Germany's largest big box modern retailer
 - o Benchtop business plan for Asia. The business plan was passed through the board in 2001 and subsequently rolled out in Asia in 2002
- Senior executives at global HQ were appointed as guidance mentors throughout the course of projects in Germany.

Education

The University of Western Australia

Bachelor of Economics (First Class), Economics, Quantitative Economics and Finance · (1996 - 1999)

Temasek Junior College

GCE A Level, Science · (1990 - 1991)