

Timothy LIAUW CHONG CHIN

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Professional Summary

Strategic and methodical Operations and Business Leader with over 15 years of experience driving operational excellence, business transformation, and cross-functional team performance. Proven track record in streamlining processes, optimizing resources, and ensuring service delivery in alignment with KPIs and SLAs. Adept at sales operations planning, demand forecasting, and supply chain synchronization to improve productivity, cost efficiency, and organizational agility.

A people-first leader who builds high-performing teams, drives accountability, and fosters continuous improvement through data-driven decision-making, lean practices, and intra-departmental collaboration.

Core Competencies

- Operational Excellence & Process Optimization
- Sales & Demand Planning / Forecasting
- P&L Management / Cost Control
- Strategic Business Planning & Execution
- Service Delivery & KPI Management
- Cross-functional Leadership / Stakeholder Engagement
- Continuous Improvement (PDCA, Lean)
- Data Analytics / CRM / Performance Management

Work Experience

Motor Image Enterprise Pte. Ltd

Deputy Head /Thailand, Vietnam, Country Manager/ S'pore, Reg. Sales operation / Market Management, 03/19 to 01 / 25

Led regional operations covering Thailand, Vietnam, and Singapore—overseeing sales demand planning, budgeting, and operational alignment across multi-market teams. Responsible for driving continuous improvement initiatives to ensure operational efficiency, cost control, and adherence to SLAs.

Key Achievements & Responsibilities

- Directed end-to-end operations planning from production to retail, aligning supply with market demand to achieve lean inventory and optimal sales output.
- Implemented PDCA framework, reducing average inventory holding period to 45 days and saving USD 20M in monthly carrying costs.
- Oversaw annual business and operational forecasts, ensuring budgets and sales incentives remained within approved financial limits.
- Acted as primary liaison between manufacturer and importers to ensure production schedules met market requirements; achieved +80% incremental net revenue (USD 14.4M).
- Enhanced operational efficiency through data-driven scenario planning, strengthening supply chain post-COVID.
- Refined digital sales workflows—boosting conversion rates by 16% across Singapore, Malaysia, and the Philippines.
- Developed regional Sales Proficiency Training and onboarding programs to elevate staff productivity and customer experience

Harley Davidson Asia Pacific. Lead / Business and Dealer Development, 07/2017 to 03/2019

Oversaw regional business operations, process compliance, and network expansion across nine markets. Focused on improving dealer operational performance and aligning retail operations with corporate service standards

Key Contributions:

- Conducted operational feasibility and risk assessments, successfully expanding business presence in 9 new market locations within 15 months.
- Spearheaded retail process reengineering efforts, improving workflow efficiency & delivering 120% sales above target.
- Developed digital dashboards to visualize dealer performance, enabling data-led operational improvements.
- Standardized merchandising SKU guidelines across retail points to support higher inventory turnover & fulfillment rates.

General Motors International (GMI). Senior Manager /Distributor operations, Business planning, 04/2015 to 06/2017

Managed distributor operations and performance improvement initiatives across ASEAN markets. Responsible for KPI governance, campaign ROI tracking, and business process optimization.

Achievements

- Formulated strategic product line roadmap based on consumer needs and launched 8 new products for the region,
- Championed digital marketing initiatives and adjusted products' positioning with appropriate GP Mix to maximize seasonal promotions.
- Connected retail operations to digital ecosystems (Google My Business, Dealer Connect 2.0), increasing traffic by 30%.
- Generated over 11,000 units sales, revenue exceeding USD \$35 million - highest revenue account in the region.

General Motors – Country Manager / Malaysia / Fiji, 07/2011 to 04/2015

Oversaw national operations, including sales, marketing, customer experience, and aftersales. Accountable for end-to-end business operations, profitability, and performance management

Achievements

- Expanded retail network to 24 outlets, generating MYR 220M annual revenue.
- Developed "lease-to-own" SME scheme, adding MYR 6.5M recurring revenue.
- Achieved Top Region Sales & Grandmaster Awards for market growth and operational discipline.
- Reversed underperforming business units through process stabilization and training program.

General Motors – Overseas Distribution Corporation

06/2007 to 06/2010 **Manager / Sales, Marketing and Product Planning.**

- Regional Operations – Marketing and Business Planning for Independent Export Distributors.
- Singapore Operations - oversaw Sales, Marketing activities working together with local Authorized Distributors.

Daimler Chrysler SEA – Regional HQ office

04/2006 to 06/2007 **Regional Sales Manager / Sales of Mercedes, Chrysler and Mopar products**

- Managed sales activities, sales orders, planning process with Brunei, Sri Lanka, Laos and Cambodia importers.
- Responsible for product planning activities for product specifications and product options

04/2004 to 06/2006 **Assistant Manager / Aftermarket & Technical services**

- Digitized vehicle recalls and technical literature that increased technicians' work completion rates throughout the region.
- Developed & implemented Mercedes Benz Pre-delivery quality operation guide across ASEAN, Korea, Japan and Taiwan.

Toyota Motor Asia Pacific – Regional HQ office

10/1999 – 04/2004 **Assistant Manager / Production Quality**

- Developed regional Quality Assurance Manual and paved the way for the introduction of "Innova Project" across region.
- Improved on Warranty procedures and processes and developed interfaces for automation implementation

Hitachi Electronics – Singapore Plant

07/1997 – 06/1999 **Production Quality Engineer / Hitachi Electronics Manufacturing Lines 1 to 5.**

Education

Bachelor of Engineering: Production Quality, 07/1997 (Nanyang Technological University – Singapore)

- Graduated 2nd Class Honors | Majored in Mechanical & Production

Continuous “Self” Improvement:

- WSQ Advanced Certificate in Performance 2.0 (May 25~)
- Certified Salesforce (CRM / Marketing) since 22
- Certified Agile Leader® since 2022.
- Data Analytics (ICDL, Power BI) - 2021
- Leadership Critical Thinking (LinkedIn) – 2021
- Strategic Business Management – 2021
- Financial Modeling (NASBA) – 2021
- Design Thinking and Innovation (SGUP-NTU) - 2021
- Intelligent Automation (SGUP-NTU) – 2021
- Marketing Strategy Execution – STRATEX Consulting – 2011

Languages: English (Proficient) | Mandarin (Proficient) | Malay (Intermediate).