

## **PROFILE OF KOH THONG JOO**



Koh Thong Joo is a business practitioner with more than 23 years of working experience in Multi-National Corporation; Statutory Board; Small & Medium Enterprises and Public Listed Company.

During his career, he had spearheaded various portfolios including sales & marketing; business development; strategic planning and management consultancy.

Thong Joo holds certification in Exec Master of Science (I/O Psychology & HR Management) by City University of New York; WSQ Diploma in Adult and Continuing Education (DACE), WSQ Advanced Certificate in Training and Assessment (ACTA); Certificate of Business Chinese; Certified Practitioner Of Neuro-Linguistic Programming® (NLP); Certification as a Human Behavior Analyst (DISC Profiling); the Silva Method; and Business Coaching.

He has completed the Train-The-Trainer in USA from Ingersoll Rand on Sales Effectiveness as well as TACK International sales training program.

### TRAINING PHILOSOPHY

As a professional trainer, he believes that objective of training is to *“Build Success Mindset and Behaviours To Achieve Business Excellence”*. To be effective, the training must be interesting, structured and practical for the participants.

“Engaging the 3H (Head, Heart, Hand) of the participants are the three important pillars of effective training: practical explanation of the concepts; emotional engagement of participants and learning through experiential activities.

With his many years of industry experience, he is able to articulate the key points, illustrate important concepts and make the training interesting through sharing of his real life experience with the participants. Through experiential learning; group discussions; role-plays; self-reflections and practical work application; participants will be able to gain in-depth understanding of the training subject matter.

### CAREER

Graduated with a degree in Computer Science in National University of Singapore, Thong Joo joined IBM Singapore Pte Ltd and specialized in technical support for mainframe products. His service oriented mindset, teamwork and technical competency had contributed to the success of numerous projects.

To broaden his experience, he later joined an Indonesian public listed company, PT Langgeng Makmur, as the Marketing Manager where he opened up new markets and devised good

# **BUSINESS FUTURE** **C O N S U L T I N G**

marketing initiatives that grew the company's revenue substantially. His leadership in spearheading the sales team and excellent customer relationship was instrumental in company's rapid growth.

To pursue his interest in e-commerce and strategic planning, he joined Infocomm Development Authority of Singapore (IDA) and his last held position was Senior Manager in charge of jumpstarting electronic commerce adoption among local enterprises. He had initiated and managed numerous programmes and projects to drive pervasive use of IT and electronic commerce amongst local enterprises. He had also spearheaded Singapore@Work TV programme which won him a Spotlight Award from IDA for his innovation and leadership in the programme.

With his zest and hands-on approach to serve the industry, he was headhunted to join DCS Solutions as the Sales Manager. He was in charge of providing customer loyalty solutions for retail and hospitality industries. He had won major accounts with his sincere, customer focused and go-the-extra-mile mindset. He spent lots of time interacting with his customers to discuss their business needs in order to create winning IT solutions. He also provided excellent after-sales support to ensure customer satisfaction and loyalty.

## SPECIALIZATION

He specializes in providing training in the area of sales; managerial and leadership skills; applied psychology; presentation skills; creative problem solving and service excellence. He has conducted numerous training in Singapore, Malaysia, Brunei, Thailand and China.