

CURRICULUM VITAE

Name : Raymond Cheong Chiong Mun



WORK EXPERIENCE :

A. Assistant Director with Singapore Sports Council (July 2008 – July 2009)

Major Achievement:

- I. Successfully recruited, trained and deployed 800 Volunteer Race Officials for the inaugural Singtel FORMULA ONE™ Singapore Grand Prix on 26 - 28 September 2008
1. Operations
Heading a team of 2 managers and 1 Executive assistant to Recruit, Train, Deploy and Manage a total of 1000 over volunteer Race Officials for the FORMULA ONE™ Singapore Grand Prix.
2. Strategic Planning
Leading the Team in planning and implementing strategic training and operational objectives to ensure SSC's deliverables to Singapore Grand Prix Pte Ltd for every Grand Prix till 2010.
3. Financial Responsibilities
Solely accountable for annual budget amount about \$800K and total cost recovery from Singapore Grand Prix Pte Ltd.

B. Assistant General Manager with Singapore Sports Council (February 2005 – June 2008)

Major Achievements:

- I. Managing, leading and coaching a team of managers and staff (120 staff) to achieve key performance targets like Utilisation, Operational Efficiency, Customer Service and Safety targets.
- II. Managing the Division's Budget consisting of 17 Mill Annual Revenue
- III. Part of Youth Olympic Games Bid Committee for Transport
- 1) Operations
Heading a Department, supervising a team of about 120 staff (with 8 Managers) over 4 Sports and Recreation Centres (SRC) across Northern area of Singapore. Each SRC comprises of a Swimming pool, Sports Hall, Gymnasium, Dance Studio and Stadium.
- 2) Strategic Planning
Part of Management Team that strives to seek a balance of public, private, political and social responsibilities as a Government Statutory Board and plan the necessary strategies to fulfil our corporate objectives and KPIs.

3) Financial Responsibilities

Jointly accountable for annual Revenue of about \$17million and Manpower & Operating Expenses of \$29Million. Also in-charge of Division's Budgeting and Resource allocation.

4) Policy review and other taskforce

Leading various taskforce such as Work Redesign, Rule and Regulations Review Committee and serve as role of deputy Management Representative for ISO 9000.

5) Safety, Customer Service, Utilisation

Responsible for safety targets and implementation of new customer service, marketing initiatives to maximise utilisation and revenue.

C. Manager with PSB Academy, a subsidiary of PSB Corporation (Apr 2003 – January 2005)

Major Achievements:

- I. Developed a total marketing and sales initiative for marketing under-utilise training facilities.
- II. Was in-charge of renovation of new training space and setting up of 2 life science's laboratories.

1) Facilities Operations & Business Development

In-charge of about 90,000 sq ft area of training facilities at 2 locations. Having up to 33 training rooms in 1 such location. Responsible for 2 staff that schedules and run the facilities management system and an external marketing revenue target of \$400,000.

2) Customer Service

Responsible for a team of 3 customer service officers, that provide daily operations support to walk-in customers, phone calls reception, training facilities operations and front counter services to trainers and students.

3) Admin and Corporate Support

Supervises a Asst Manager that accounts for all Administrative, Safety, Security and Day to day operations of the school premise and personally project manage various projects such as Life-Science Labs set-up, location of school, etc

D. Business Development Manager with Tenantworld Pte Ltd (Aug 2000 – Mar 2003)

Major Achievement:

- I. Personally involved in the setting up of a new internet start-up company.
- II. Handled Company Secretariat functions for Board of Directors.

1) Corporate Support Function

In the team responsible for setting up the company - Tenantworld Pte Ltd and managing the Administration & Human Resources functions within the Company. Formulated all company Admin and HR policies with a Finance/Admin Executive reporting to me.

2) Business Development, Sales and Marketing

In charge of establishing business opportunities for the company in the areas of products and services development. Also responsible for sales revenue target achievement of the company and organise program, roadshows and seminars to heighten the profile of the company.

3) Customer Service and Board Secretariat

Responsible for all customer service aspects of the company products and services. Formulate, implement and handle all customer service related matters for the company's e-commerce initiatives. Manage the enquiry hotline and e-mail channels in providing customer support to all customer. Solely in-charge of liaising and handling all Board matters for the company.

**E. Senior Officer with then-Singapore Productivity and Standards Board (now SPRING)
(May 1996 – Aug 2000)**

Major Achievement:

I. Supervised a group of 21 staff spanning 3 depts and also managed cross function projects over daily work performance deliverables.

1) Administration & Administrative Policies

Responsible for Admin functions such as telephony switchboard systems, stationery inventory & vehicle fleet management. I also drafted many administrative policies and proposals to review and improve existing services as well as to introduce new initiatives for implementation.

2) Management and Operations Planning

Responsible for achievement of work targets, work performance and performance appraisals of all 21 employees. Approve all leave matters, training and expenses claims up to \$5,000. Also responsible for operational aspects in the Office Services and Facilities Management sections. Plan resources, work schedules and manpower allocation in these sections.

3) Customer Service and Corporate Support

In charge of reviewing customer service standards and ensuring consistent and excellent customer service to both internal and external customers. Personally received many complimentary letters from customers for the good service provided. Emceed and organised many board-wide functions. I was also involved in various Board-wide committees like the Web Committee, Editorial Committee and the E-Commerce Committee.

4) Revenue Generation & Inventory Control

Responsible for annual revenue of \$2 million from rental and services of training facilities to both internal & external customers.

D Officer with Kenwood Electronics Technologies (S) Pte Ltd (Apr 94 – Apr 96)

Major Achievement:

- I. Headed the Safety and Staff Welfare Committee as Chairperson to meet safety targets and executing staff welfare initiatives.
- 1) Administration and Building Maintenance
Responsible for the telecommunication systems and office / meeting facilities allocation in the factory. And manage technicians in the daily building maintenance of the entire factory.
- 2) Staff Welfare, Safety and Security
Responsible for the welfare committee, which organised many recreational events like Dinner & Dance, Sports Day and welfare events. In-charged of the all Building & Production safety and security of the company.

EDUCATIONAL QUALIFICATION :

- Jul 1995 - Jun 1996 : Singapore Institute of Management
Graduate Diploma in Financial Management
- Jul 1991 - Apr 1994 : National University of Singapore
Bachelor Degree in Business Administration

TRAINING ATTENDED :

ISO Auditor, CPR/AED certified, Legal Appreciation, Plan and Manage Projects, Fire Safety Manager Course

COMMUNITY & SPORTS INVOLVEMENT :

Former Chairman and Treasurer, current Vice Chairman Residents' Committee in Pasir Ris Punggol GRC . Former Town Councillor, Pasir Ris Punggol Town Council, Volunteer for Standard Chartered Marathon and Singapore Grand Prix.

COMPUTER KNOWLEDGE :

Proficient in Windows 98/ME/XP/Vista, MS Word, MS Excel, MS PowerPoint, DOS basic, Lotus Notes, Microsoft Explorer and AOL press.

NATIONAL SERVICE UNIT / VOCATION :

Completed Reservist in 588 SIR under 2 PDF as an Infantry Pioneer Platoon Sergeant
National Service : SAFINCOS in SAFTI Camp as a SAFINCOS instructor