



TRAINER/CONSULTANT PROFILE

DERIC GOH



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BUSINESS TRANSFORMATION

TRAINER/CONSULTANT

- ✓ **International Certified Professional Trainer, IPMA (UK)**
<https://sustainableedgeconsultant.com/>
- ✓ **Business Consultant for**
 - GLG: The World's Insight Network
<https://glginsights.com/>
 - Datalytic.ai
<https://datalytic.ai/>
 - Partow ADS
<https://partowads.com>
 - SEassia Consulting
<https://www.s-e-asia-pro.com/about-us>



Deric Goh IPMA (UK), CIM (UK).

Business Transformation & Leadership Trainer

Deric Goh isn't just a Certified Professional Trainer & Consultant—he's a game-changer in **Sales & Marketing**. With over **30 years of leadership experience**, he brings unmatched expertise in Sales Distribution, Marketing Strategy, Supply Chain, and Corporate Compliance. Renowned for driving rapid business growth and distribution efficiency, Deric consistently delivers measurable results in just six months.

Deric Goh has excelled as a senior business manager within multinational corporations (MNCs) and KLSE-listed companies, wielding influence over high-stakes business decisions. With a mastery of business and team development, paired with sharp sales and marketing strategies, Deric's track record reflects his ability to drive success at the highest levels of corporate leadership.

Some of his proven track records in his professional career are as follows:

- **Revived a struggling public company from 7 quarters of losses to profitability in under a year**
- **Championed 5 years of continuous double-digit business growth as a Regional Manager for 2 MNC Fortune 500 companies**
- **Conducted more than 20 sessions of consultation with global clients.**

He is committed to lifelong learning and passionate about passing on his wisdom to the next generation. Enjoys travel and actively engages in community service.



Proven Track Records : Corporate

A KLSE listed company. (CONTRACT BASED)

Revived a struggling public company from 7 quarters of losses to profitability in under a year

| RM'000 | 2009 | - | Financial Year Ended 31 October | | | |
|----------------------------|---------|---|---------------------------------|----------|----------|---------|
| | | | 2008 | 2007 | 2006 | 2005 |
| Revenue | 588,890 | | 638,563 | 606,484 | 597,991 | 484,712 |
| Revenue Growth | (8%) | | 5% | 1% | 23% | 33% |
| Operating Profits | 8,711 | | (14,431) | 7,615 | (26,299) | 26,599 |
| (Loss) / Profit Before Tax | 1,436 | | (23,134) | (18,397) | (49,548) | 17,656 |
| (Loss) / Profit After Tax | 1,433 | | (21,275) | (16,077) | (48,370) | 22,151 |

Proven Track Records : Corporate

Project & Coaching Based:

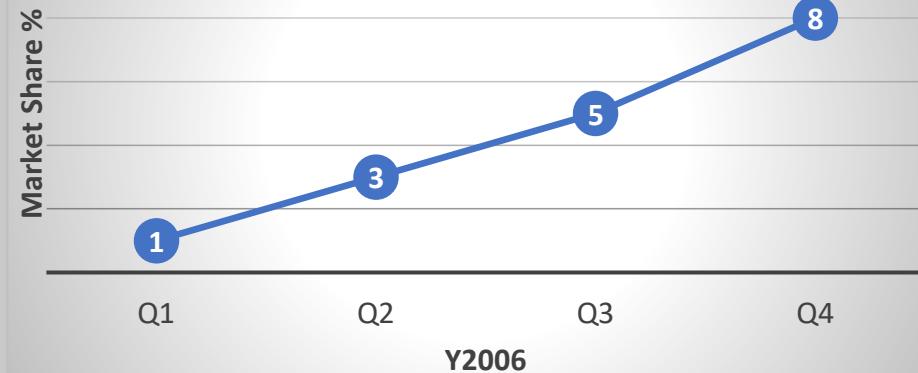
Successfully developing a business development program to penetrate local Malay's consumers that grow more than 300% in less than 12 months.

A local company with over RM 300mil in turnover p.a. (CONTRACT BASED)

Elevated a local brand in a competitive international market from less than 1% to an 8% market share within 12 months



Market Share



Proven Track Records : Corporate

PROJECT BASED

Successfully developing & implemented an International market entry plan for a local company.



Proven Track Records : Corporate



24th Apr 2017

Our Valued Internal Staff

Dear Mr. Goh Wei Hor

Re: PLUS GOLD ANNUAL TRIP 年度之旅

Congratulations! on achieving the PLUS target for

You have ended the year spectacularly. Your dedication could not have ended the great year of 2016 without

In appreciation of your support and celebrating the great year of 2016, we would like to invite you to our appreciation trip to Korea. We hope that you will be able to join us for our appreciation trip to Korea. We hope that you will be able to join us for another great year of 2017 for our PLUS GOLD program.

TURNING AROUND EAST COAST REGION FROM THE WORST PERFORMANCE REGION FOR 6 CONSEQUITIVE YEARS (2013 – 2018)

TO

THE BEST REGION IN Y2020 TO 2022.

PLUS Trip Incentive

- First SL for Taiwan Trip (2014)
- Again to Korea.(2017)

Best SL
IN 2016

Best Practice
Region
(2017)

Hero with
Impact
Award
IN 2018

Unilever (Malaysia) Holdings
Sdn. Bhd. (11554-V)
Level 33-35, Menara TM,
Jalan Puri Indah Baru,
59200 Kuala Lumpur, Malaysia.

Unilever (Malaysia) Holdings
Sdn Bhd (11552-X)
Level 33-35 Menara TM
Jalan Puri Indah Baru
59200 Kuala Lumpur
Malaysia
T: +60 3 2234 7700
F: +60 3 2232 2878
www.unilever.com

work, commitment and effort

...we truly appreciate the contributions you have made. You have shown remarkable team spirit and demonstrated Unilever values that set examples to others.

CONSULTATION & COACHING



Registered “Expert/Consultant with Global Expert Networks

- Conducted more than 20 sessions with global clients in Y2024.
- Invited speaker for the global network's business community.

CONSULTATION & COACHING

Conducted more than 20 sessions with global clients in Y2024.

| | | | |
|---|--|--|----------------------------------|
| Strategic Partnerships Between FMCG and Banks - Experts | \$216.66 PAID Dec 03, 2024 | Packaged Chilled / Frozen Food Manufacturers MY | \$106.66 PAID Jun 17, 2024 |
| Type: Phone Consultation Date: Nov 28, 2024 | Type: Phone Consultation Date: Jun 11, 2024 | | |
| Roundtable: Assessing Opportunities in Malaysia's Dairy Market - Market Overview and Regional Outlook | \$400.00 PAID Sep 17, 2024 | Follow Up 2: APAC Sauce and Condiment Food Service | \$283.33 PAID Mar 29, 2024 |
| Type: Live Meeting Date: Sep 12, 2024 | Type: Phone Consultation Date: Mar 25, 2024 | | |
| Beverage Distributors and Typical Price Structure in SEA & East Asia | \$190.00 PAID Jul 30, 2024 | Follow Up: Expanding to Overseas Market | \$243.33 PAID Feb 06, 2024 |
| Type: Phone Consultation Date: Jul 26, 2024 | Type: Phone Consultation Date: Jan 31, 2024 | | |

CONSULTATION & COACHING

INVITED SPEAKER FOR GLOBAL BUSINESS COMMUNITY



Roundtable

Assessing Opportunities in Malaysia's Dairy Market Market Overview and Regional Outlook

Deric Goh

Business Transformation Consultant.

Thursday 12 September 2024

10:00 – 11:00 AM SGT

Remote Session



Zi Qing Koh



Ridhuan Akil



Nisha H.

Gideon Choo

Outsized.

Master the art of negotiation as an independent professional in APAC

Learn effective negotiation strategies and techniques to unlock professional success with industry expert Deric Goh

20th September 2024 @5:30PM SGT

REGISTER BELOW



Deric Goh

Business Transformation Expert

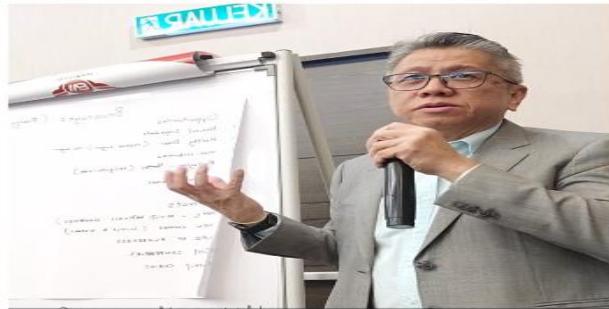


PROFESSIONAL TRAINING



EMPOWER YOUR TEAM WITH DERIC GOH

**30 Years Of Proven Leadership For
Unfair Competitive Advantage.**





“Enjoy 14 days of complimentary post-training support through our exclusive WhatsApp group—get direct access to expert guidance to reinforce your learning and ensure lasting results.”

PROFESSIONAL TRAINING

Choose the Path That Fits Your Needs:

◆ **Option 1: The Intensive 2-Day Bootcamp + Exclusive Support**

-  Master proven sales & marketing strategies in just 2 days
-  Gain 14-day access to our private WhatsApp group for expert guidance
-  Walk away with actionable tools and confidence to implement them

◆ **Option 2: The 3-Month Sales & Marketing “Bite-Size” Mastery Program**

-  Designed for sales and marketing professionals seeking sustainable growth
-  Minimal Disruption, Maximum Impact – Just 2 sessions/month (3 hours each)
-  Hands-on workshops + measurable KPI tracking = guaranteed results

"Empowering Excellence Across Industries"



MAERSK



VOLVO TRUCKS

intel

UOB

Delfi®

Lenovo

micron

EXTRAJOSS

PRESS METAL®

NAFAS
نافاس
فروضهن قلادع کبغسان

2CO
eco-shop

commercedotcom

KYOCERA

PECCA
GROUP BERHAD

BIOECONOMY
CORPORATION

NONA



SCC GROUP OF COMPANIES

WEIDAT

FLOOR DEPOT®

GLG
The World's Insight Network
Get ahead with the expertise you need to make smarter decisions



Best Marketing &
Distribution Sdn Bhd
(1113967-V)

LOT
100

Cocoaland®

AI Related TRAININGS

10X Your Efficiency:
Smart Workflow Automation with Gen AI

10X

27th Oct, 2025

Deric Goh
Business Transformation Consultant/Trainer

micron

The Future of Storytelling

Transforming Business Data into Impact: Visualization & Storytelling with Gen AI Enhancement

28,29 October,2025

Deric Goh
Business Transformation Consultant/Trainer

INTEL

MAERSK

infosyte

"Mastering Email Communication & AI Productivity: Boosting Efficiency & Impact at Work"

24 -25 March,2025

Deric Goh
Business Transformation Consultant/Trainer



Supply Chain Related TRAININGS

PRESS METAL®

RESPONSIBLE SOURCING EXCELLENCE



MercuryMind

"Responsible Sourcing Excellence: Strategies for Effective Supplier Management"

11th -12th June, 2025

Deric Goh
Business Transformation Consultant/Trainer



2CO



PECCA GROUP BERHAD

DAY 1
"Warehouse & Inventory Excellence
- Driving Operational Efficiency & Stock Accuracy"

18 & 19 November, 2025

Deric Goh
Business Transformation Consultant/Trainer

SST2U

"Strategic Procurement & Vendor Negotiation Skills"

25th Oct ,2025

Deric Goh
Business Transformation Consultant/Trainer



Sales & Marketing Related TRAININGS



Symphony Digest

"Developing Business Acumen for Treasury Dealers"

19th April, 2025

Deric Goh
Business Transformation
Consultant/Trainer

VOLVO TRUCKS

Strategic Negotiation & Sales Mastery

17th October, 2025

Deric Goh
Business Transformation
Consultant/Trainer

Lenovo

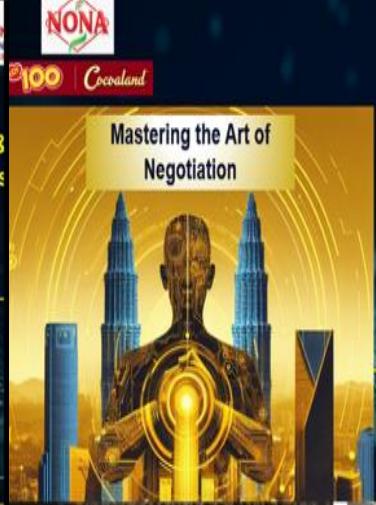
Sales Motivation for High Performance

30th October, 2025

Deric Goh
Business Transformation
Consultant/Trainer



Business Soft Skills Related TRAININGS



What We Do



HRDC Claimable Course.

Training on Need Base.

Soft Skills.

Technical Skills

Business Consultation

Business

Transformation

Leadership development

Sales Team

Optimization.

What We Do



□ Deric's Popular Courses.

Deric has curated a suite of training modules focused on actionable strategies and practical solutions as follows:

- **Leadership Transformation**
- **Strategic Business Planning**
- **Project Management**
- **Change Management**
- **Strategic Marketing on Focus SKU & Channels.**
- **Mastering the Art of Negotiation**
- **Revenue Revolution: Dominating Sales Strategies**
- **Customized Training Program.**



OUR CORPORATE SOLUTIONS

- Sustainable & Profitable Sales Operational.
- Talents Retention.
- Mastering Lean Management.
- Hyper-Effective Operations.



Experience You Can Trust

- Our team comprises seasoned consultants with over three decades of business acumen and a history of success.

Adaptable and Agile

- We excel in change management and corporate transformation, demonstrating adaptability and agility.

Proven Success

- Our portfolio includes strategic growth contributions to both Global Fortune 500 and local companies, inclusive of a publicly listed Malaysian company.

Rapid Results

- We specialize in expediting sales and distribution enhancements, with the capability to deliver significant results within a six-month timeframe.



ADDITIONAL SUPPORT

- Corporate Finance**
- M&A Consultancy**
- Certifications & SOP
(GMP, ISO, GACC, etc)**
- IPO- Public Listing**
- Coaching/Mentoring**



**International
Certified
Professional
Trainer**



TEL : 6012 5309966 (Deric Goh)
Email : dericwhgoh@yahoo.com

Website :<https://sustainableedgeconsultant.com/>
Linkin : <http://tinyurl.com/dericwhgoh>

THANK YOU!

Dreamstime.