

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

Proven Track Records : Corporate

Project & Coaching Based:

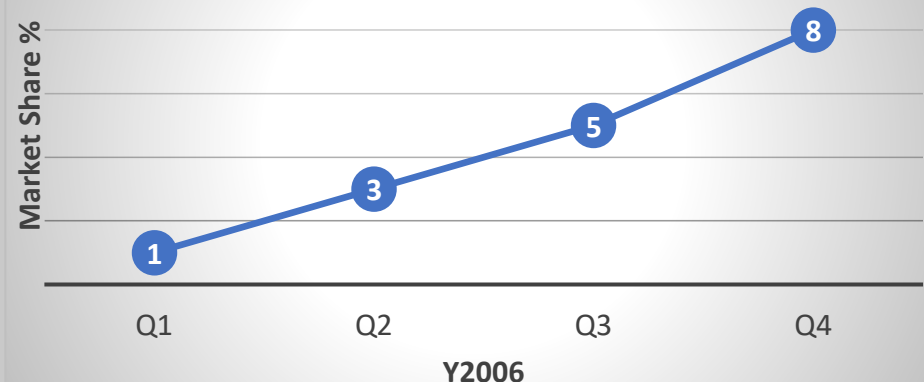
Successfully developing a business development program to penetrate local Malay's consumers that grow more than 300% in less than 12 months.

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

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

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

CONSULTATION & COACHING

INVITED SPEAKER FOR GLOBAL BUSINESS COMMUNITY

GLG

Roundtable

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

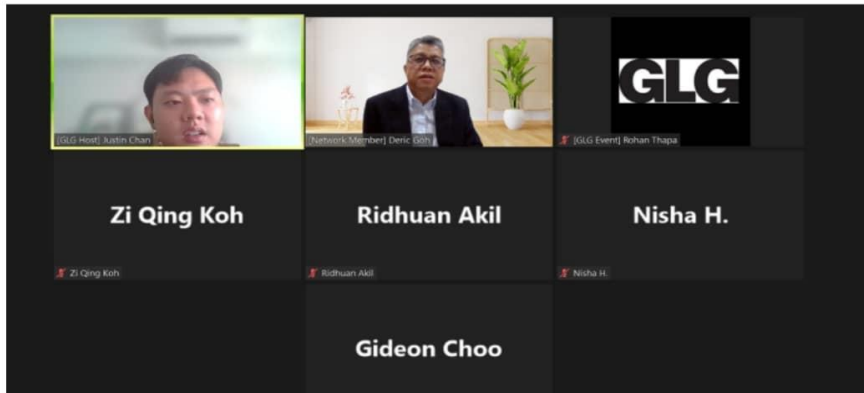
Deric Goh

Business Transformation Consultant.

Thursday 12 September 2024

10:00 – 11:00 AM SGT

Remote Session



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

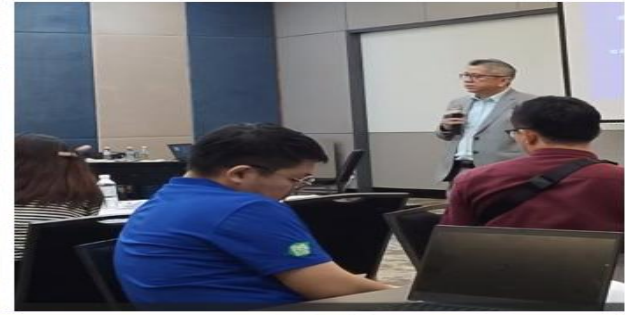


Deric Goh

Business Transformist Expert

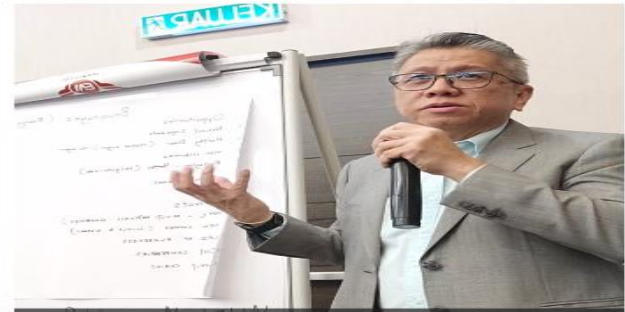


PROFESSIONAL TRAINING



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



PRESS METAL®



2CO
eco-shop

commercedotcom

KYOCERA



PECCA
GROUP BERHAD



NONA



SCC GROUP OF COMPANIES

LOT 100

Cocoaland

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)

AI Related TRAININGS



10X Your Efficiency:

Smart Workflow Automation with Gen AI

10X

"10X Your Efficiency: Smart Workflow Automation with Gen AI"

27th Oct, 2025

Deric Goh
Business Transformation Consultant/Trainer



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



"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®

MercuryMind

RESPONSIBLE SOURCING EXCELLENCE

"Responsible Sourcing Excellence: Strategies for Effective Supplier Management"

11th - 12th June, 2025

Deric Goh
Business Transformation Consultant/Trainer



200

DAY 1

"Warehouse & Inventory Excellence – Driving Operational Efficiency & Stock Accuracy"

18 & 19 November, 2025

Deric Goh
Business Transformation Consultant/Trainer



PECCA GROUP BERHAD

SST2U

"Strategic Procurement & Vendor Negotiation Skills"

25th Oct, 2025

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Business Transformation Consultant/Trainer



Sales & Marketing Related TRAININGS

UOB **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 **ASTER TEAM SOLUTION**

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**



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Email : dericwhgoh@yahoo.com

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

THANK YOU!

A white speech bubble with a pointed tail at the bottom center, containing the text 'THANK YOU!' in a bold, blue, sans-serif font. The bubble is set against a solid blue background. A faint, light blue watermark reading 'dreamstime.' is visible across the middle of the bubble.