



Ian Ng

Product Manager - Storehub

The Curious Builder

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📍 Kuala Lumpur, Malaysia

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SKILLS

Leadership

Goal Driven

Future Focused Thinking

Persistence

Creativity

Long-Term Focused

Website Development

Digital Marketing

Design Thinking

INTERESTS

Badminton

Digital Marketing

Product Design

Product Building

WORK EXPERIENCE

Product Manager

Storehub

10/2019 - Present

Kuala Lumpur

StoreHub is a cloud-based retail management system consisting of an iPad Point Of Sale(POS), intelligent inventory management, CRM and analytics

Achievements/Tasks

- Built BleepIt.com, a Food Delivery application to power our merchants to build their own food delivery platform. Involved in the end-to-end development
- Scaled and localised the platform regionally in Thailand, Philippines, Malaysia and Singapore
- Built the logistics backend to handle 50 orders a day at the start to thousands a day at present
- Established our own in-house logistics service, building our own back-end and front end to handle over 100s of our own riders

Lead Product Owner/ Co-Founder

Koyara.com

2016 - 2019

Kuala Lumpur, Malaysia

Koyara is an E-Commerce Marketplace focused on the Health Vertical. Selling products ranging from Personal Care, Groceries, and Pharmaceuticals.

Achievements/Tasks

- Grew the company from RM3,000 in monthly sales in the first year to RM100,000 in the 2nd year.
- Establish trade relationships with the top Health Companies such as GSK, Blackmores, Vitahealth, Country Farm, Sukin and more.
- Outperforming Marketplaces such as Lazada & Shopee, as well as well known brands like Watsons & Guardian in online sales for selected brands
- Won 2017 Rice Bowl Award for Best Health Tech Startup 🏆
- Acquired local Health Content portal Healthworks.my in Dec 2018 as strategic expansion
- Company sold via acquisition in March 2019

Head of Digital

TremAsia Partners 🏠

2014 - 2016

Kuala Lumpur

TremAsia is a Private Equity firm focused on investment in the Consumer sector within the South East Asia region.

Achievements/Tasks

- Built an internal Value-Creation team focused on Digital focused on serving Consultation & Implementation services for Portfolio companies
- Created new passive revenue streams in the digital space over USD1 million
- Reduced overall A&P spend by 40% by shifting to Digital yet still maintaining Revenue Growth

Digital Strategist

TremAsia Partners

01/2011 - 12/2014

Kuala Lumpur

Achievements/Tasks

- Developed Digital Strategies & Marketing Campaigns for Portfolio companies
- Led the team to be the first YouTube certified company in Malaysia
- Established and grew social media strategies for companies

EDUCATION

Bachelor of Commerce - Accounting/Information systems

University of New South Wales (UNSW)

01/2008 - 12/2011

Sydney, Australia