

## Curriculum Vitae



### **Michael Goh**

**Director, Smart Connected Solutions (Southeast Asia)  
Robert Bosch (South East Asia) Pte Ltd**

Michael Goh is currently the Director, Smart Connected Solutions for Southeast Asia, based in Singapore. He is responsible for key account management in the IoT (internet of Things) areas of smart cities, mobility, buildings, energy, industry and agriculture.

He was previously Director of Sales for ASEAN West Zone (Singapore, Malaysia, Cambodia, Myanmar & Brunei), Automotive Aftermarket since 1 October 2012.

Michael oversees the sales development of the Automotive Aftermarket business in these countries. Leveraging on his extensive experience and client network, he has contributed to sales growth beyond expectations. He is also responsible for the project development and implementation of various key business and sales processes.

Michael was also formerly Regional Sales Manager for Singapore, Indonesia and Cambodia for Automotive Aftermarket. Prior to that, he was Senior Sales Manager (Asia Pacific), Automotive Aftermarket. During this period, he was involved in the price and margin management, sales administration, as well as business planning and implementation for projects.

In 2006, Michael was posted to Malaysia to assume the appointment of General Manager of After Sales Service and Diagnostics for Bosch in Southeast Asia,

responsible for after sales service, development of the Bosch Car Service network and diagnostics trade marketing.

Since joining Bosch as a Management Trainee in 1999, Michael has rose through the ranks to accumulate diverse experiences, including Product and Trade Marketing, in various countries of Malaysia, Thailand, Germany and the United Kingdom.

Michael graduated from the National University of Singapore with a Bachelor of Business Administration (Second Upper Honors).

### **Career stages in Bosch**

<b>Jan 2016 – Present</b>	Director, Smart Connected Solutions (Southeast Asia) Robert Bosch (South East Asia) Pte Ltd, Singapore
<b>Oct 2012 – December 2015</b>	Director, Sales ASEAN West Zone (Singapore, Malaysia, Cambodia, Myanmar & Brunei), Automotive Aftermarket Robert Bosch Sdn Bhd, Malaysia
<b>Feb 2011 – Sep 2012</b>	Regional Sales Manager (Singapore, Indonesia & Cambodia), Automotive Aftermarket Robert Bosch (South East Asia) Pte Ltd, Singapore
<b>2009 – Jan 2011</b>	Country Sales Manager (Singapore) Automotive Aftermarket Robert Bosch (South East Asia) Pte Ltd, Singapore
<b>2008 – 2010</b>	Senior Sales Manager (Asia Pacific), Automotive Aftermarket Robert Bosch (South East Asia) Pte Ltd, Singapore
<b>2006 – 2007</b>	General Manager, After Sales Service & Diagnostics (Southeast Asia) Robert Bosch Sdn Bhd, Malaysia
<b>2003 – 2006</b>	Regional Marketing Manager, Southeast Asia Robert Bosch (South East Asia) Pte Ltd, Singapore & Thailand
<b>2001 – 2002</b>	Product Marketing Manager, Asia Pacific Robert Bosch (South East Asia) Pte Ltd, Singapore
<b>1999 – 2001</b>	Management Trainee (Sales, Product & Trade Marketing) Robert Bosch, Germany & United Kingdom