

Sheu Leaves Synnex

Nadia Cameron 13 January, 2006 13:45:19

Synnex founder and managing director, Frank Sheu, has left the components distributor after 15 years at the helm.

Marketing manager, Danny Feldman, said Sheu resigned for personal reasons and would "pursue new opportunities overseas".

Former general manager of product management, Kee Ong, has been appointed managing director of its Australian operations, effective January 1.

"It is business as usual - nothing changes," Feldman said. "Frank was an able, capable managing director and has left the company in a very solid position. Kee is picking up the reins and running the company as normal. This is a positive for us."

Feldman denied Sheu's departure was in any way related to the recent demise of Omega Computers.

According to creditors' reports, Synnex had been owed \$1.4 million by the company when it folded. This sum was not insured.

"We are self-funded and don't take out insurance, which has saved us millions of dollars," Feldman said. "This is a blip in the overall scheme of things."

In an email to resellers, Synnex assured all that it would be a smooth transition.

"Our successful business model, developed over many years, will ensure that you will continue to receive the benefits of doing business with Synnex Australia. Our ability to provide you with JIT supply chain management, flexible credit terms, personalised delivery service and Web-based B-to-C capabilities will be maintained to the highest standards," the statement read.

Sheu has a long history in the local distribution landscape, arriving in Australia from Taiwan in 1991 to found MiTAC Australasia. The company merged with global technology distributor, Synnex Technology International, in 1997, with Sheu continuing in the managing director's role.

Commenting on the departure, Multimedia Technology (MMT) managing director, John Hassall, said Sheu had grown Synnex from its foundations into the second largest distributor in Australia. The pair had known each other since Sheu first arrived in Australia.

"He has done this with no mergers or acquisitions; it's all been organic growth. I have a lot of respect for him," Hassall said. "He's a capable leader and a shrewd business man."

"We all know Frank, but not many people know anybody else at Synnex because he did so much himself. It was hard to know if he had a second. I think it's a huge loss for them."