

BENJAMIN LINDSAY

SYNOPSIS

- An **articulate and creative sales leader** with over **18 years' experience in selling training services, consulting services and enterprise IT solutions**
- Expertise as a **senior sales person, sales leader, channel manager, and consultant**, with in-depth industry experience in **financial services and media**
- Extensive experience engaging **C-level executives** in the Asia-Pacific region in both Asian and Western cultures in **strategic discussions** about business drivers and innovation opportunities

COMPETENCIES

- **Sales and marketing strategy:** target market sizing, segmentation, proposition development, marketing mix strategy, media performance analysis, campaign management, event management
- **Enterprise sales:** contacting senior executives, setting appointments, delivering insights, developing needs, qualifying opportunities, designing and presenting solutions, negotiation, contract development, closing sales, post-sale project initiation, referral, relationship management
- **Channel management:** channel pricing, developing channel partnerships, joint sales and marketing activities
- **Public speaking:** presented to 150+ seat audience at FinTech event Afinition; panelist at APCSC roundtable in Hong Kong, numerous keynote speeches and master of ceremonies roles
- **Sales management:** leadership, coaching, mentoring, budgeting, forecasting, pipeline management
- **Business development:** identification of growth opportunities, developing relationships, thought leadership

EXPERIENCE

Senior Consultant, Teletech, September 2016 - present

- Pioneering 'new business' role as head of sales in Hong Kong for a NASDAQ listed consulting organisation
- **Generated a qualified pipeline of USD1.2M in six months, all new customers**
- Sales of professional services related to customer and employee analytics; Salesforce implementation; customer service outsourcing; digital marketing; **leadership and sales training; and blended learning.**
- Established a network of C-level relationships in Hong Kong, in the banking, insurance, and media sectors

Commercial Director, Insights, February 2015 – September 2016

- Asia Pacific sales and marketing head of a FinTech and MarTech software start up based in Singapore that provides companies with financial, sales and marketing data visualisation
- **Achieved recurring revenue growth of over 300% in less than 18 months**, which substantially increased the value of the company
- **Led and closed the company's largest sale to date with a Tier 1 retail bank**
- **Created the channel partner strategy and established a network of channel partners across Asia-Pacific**

Sales Director, Corporate Actions, SunGard Financial Systems (FIS), September 2013 - February 2015

- Sales for a financial services software company
- **Initiated a \$6M global back office engagement with Tier 1 investment bank**
- Grew a client base with asset managers, brokers, custodians and fund administrators
- **Formed a partnership to launch an operations outsourcing service for retail brokers**

Sales Director, Broadridge Financial Solutions, Mar 2007 – September 2013

- Leading sales person in Asia-Pacific for 3 years
- **Outperformed individual sales targets between \$1M and \$1.6M per annum**
- Mentoring and team leadership of Asia sales team for 15 months
- Sales of securities processing and operational risk management software to banks and corporates
- Sales responsibility for Hong Kong, Australia, and New Zealand
- **Developed partnerships in China and South Korea**

Senior Sales Manager, Haley (an Oracle company), 2006 - 2007

- **Achieved sales of over US \$5M in new revenue in 18 months**
- Operational Risk Management (ORM) and Health Safety Environment (HSE) software sales
- Joint sales activities with channel partners including leading management consulting firms

Relationship Manager, Software AG, 2001 - 2005

- Regional IT software and services sales role, focused on growing key client relationships and revenue with customers in Australia and Hong Kong
- **Leading sales executive in Asia-Pacific in 2003 and 2004**
- **Grew recurring revenue by over 35% per annum, year on year**
- **Formed an alliance with Sun Microsystems and conducted joint sales activities**
- Negotiated multiple, multi-year deals of over US \$3M each with IT infrastructure services companies
- Application, DBMS, and integration software and services focus

Supply Chain Consultant, Komatsu, 2001

- Delivered strategy to reduce excess inventory and working capital

Account Director and Digital Strategy Consultant, WPP, 1999 - 2000

- Led digital media campaign planning and execution for the Sydney 2000 Olympics ticket sales
- e-business and digital media strategic planning for large publicly listed companies and MNCs
- Business analysis and information architecture for web sites

Portfolio Manager, Syndicated Lending, Westpac Banking Corporation, 1997 - 1999

- Managed multi-billion dollar syndicated loan / debt book of corporate and infrastructure facilities

Auditor, Arthur Andersen, 1995 -1996

- Subsequent reviews, cash reconciliation, A/R analysis, inventory checks, depreciation reasonableness testing.

PERSONAL DETAILS

Visa Status: Hong Kong PR, Australian Citizen
Telephone: +852 6218 5508
Email: benjaminlindsay@live.com

EDUCATION

- **Master of Business** University of Technology Sydney (UTS), 2002
- **Bachelor of Commerce** University of Sydney, 1997
 - Finance, Marketing, and Accounting Majors
- **Higher School Certificate** Knox Grammar School, 1992, TER 92.8

OTHER TRAINING

- rogenSi Key Account Management, 2017
- Corporate Visions Sales Training, 2013
- Miller Heiman Blue Sheet training, 2011
- Negotiation in Business, UTS, 2009
- Alcuin Strategic Sales, 2006
- Management Essentials, Australian Institute of Management, 2004
- PACE sales training, 2002
- DEI sales training, 2001
- Copywriting, CSS, 1999
- Toastmasters, 1991