Karen Sim

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#### EXECUTIVE SUMMARY

* Passionate, competent, diligent & result-oriented professional with an engaging personality known for her ability to build high-profile global brands, offering **20 years’ experience in creating new markets and servicing clients in the Technology, Hospitality and Financial** industries **across APAC and Middle East**.
* Proven forte in steering multiple functions in **Account Management, Business Development, Strategic Planning, Sales, Marketing, Campaigns & Events** and **Client Acquisition & Retention.**

#### PROFESSIONAL EXPERIENCE

**Dec 2015 – 2017 Executive Director (APAC) | Syniverse Technologies, Inc.**

*~ Technology (Financial, Hospitality and Retail)*

Reporting Lines

* Reporting to Managing Director (APAC)
* Direct Reports: 1 - 5

Key Responsibilities

* **Actively drive** a professional business development environment around new client acquisition and convert it to strategic accounts.
* **Analyse financial reports** to gauge portfolio performance and derive strategies to exceed set goals by tapping on **Big Data (Data Analysis)**.
* **Mentor and motivate the global business development teams across APAC**.

Major Achievements

* **Effectively opened up** regional markets in Philippines, Thailand and Vietnam for the company.
* **Revamped** whole sales prospecting process, resulting in a better knowledge of the targeted companies.

**Oct 2014 – Dec 2015 Regional Vice President, Business Development (APAC) | Vobile, Inc.**

*~ Technology (Media)*

Reporting Lines

* Reported to Chief Executive Officer
* Direct Reports: 4

Key Responsibilities

* Fully responsible for the **whole APAC P&L revenues**.
* **Set budgets and revenue targets**, and conduct regular business reviews with partners.
* **Reported** monthly, quarterly and annually to CEO on respective APAC countries’ revenue, sales team prospecting activities and sales pipeline forecasts.

Major Achievements

* **Successfully penetrated** regional markets, and new, non-traditional industries from smaller production houses to telco companies, from advertising agencies to market research firms.
* **Opened up** networking opportunities with the relevant associations, thus giving us more brand mileage.

#### PROFESSIONAL EXPERIENCE

**Aug 2013 – Oct 2014 Regional Vice President, Business Development (APAC) | Korvac Holdings**

*~ Technology (Payments & Loyalty)*

Reporting Lines

* Reported to Chief Executive Officer
* Direct Reports: 2

Key Responsibilities

* **Held accountable for client services and account management** by making sure that renewals are done promptly and customers continued to be retained.
* **Provided leadership and direction** to the teams, including setting performance standards and monitoring performance.
* **Was responsible for top- and bottom-line** financial performance of the departments.

Major Achievements

* Revamped the pricing structure of the payments solutions platform **which resulted in an increase in Sales of 50% in 2013 and 2014.**
* **Set up the *APC* division** in Singapore, Malaysia, Thailand and Indonesia, and took the lead in promoting pre-launch acceptance with clients.

**Jul 2011 – Dec 2012 Global Director of Sales (APAC & Middle East) | Pegasus Solutions, Inc.** *~ Technology (Hospitality)*

Reporting Lines

* Reported to Executive Vice President
* Direct Reports: 6

Key Responsibilities

* **Provided guidance and management** to remote teams in **Sydney, Beijing, Hong Kong and Tokyo**.
* Met with and presented to **hotel owners, Group CEOs and Board of Directors** to promote the company’s **Hotel Representation** (*Utell Hotels & Resorts*), **Connectivity Solutions** (*Unirez, Pegasus Switch)* and**Internet Booking Engine** *(OpenHospitality*) businesses.
* Led marketing efforts in **organizing promotional campaigns** and **participating in trade shows**, **revamped the whole website** to be more region–centric, **started regular country-specific newsletters and communications**, **contributing write-ups and writing press releases** for publications and **setting up a loyalty & rewards programme**.

Major Achievements

* **Constantly exceeded quarterly sales targets by at least 20% for Hospitality Solutions and Hotel Representation**.
* **Set up** a loyalty & rewards programme for the company’s member hotels.

#### PROFESSIONAL EXPERIENCE

**Aug 2010 – Jul 2011 Assistant Vice President, Strategic Planning (APAC) | United Overseas Bank**

*~ Technology (Digital)*

Reporting Lines

* Reported to Executive Vice President
* Direct Reports: 4

Key Responsibilities

* **Headed efforts in acquiring and retaining customers** to use the bank’s Retail Banking’s Personal Internet Banking (PIB).
* **Was fully responsible** of the bank’s PIB by being answerable for the **Content, Marketing, Communications, Loyalty & Rewards** and **Campaigns & Events** in the site.
* **Led a team** of competent executives and provided them training, guidance and motivation to enhance their productivity to maximize acquisition efforts and improve usage rates by making use of **Big Data (Data Analysis)**.

Major Achievements

* **Continuously surpassed Acquisition and Usage KPI targets by at least 15% in 2010 and 2011.**
* **Outperformed campaign objectives by no less than 20% in 2010 and 2011.**

**Feb 2006 – Aug 2010 Business Development Manager (APAC) | American International Group, Inc.**

*~ Financial*

Reporting Lines

* Reported to Chief Agency Officer
* Direct Reports: 11 - 3000

Key Responsibilities

* **Studied financial reports** to gauge portfolio performance and derived strategies to exceed set goals by tapping on **Big Data (Data Analysis)**.
* **Streamlined overall operations** to achieve operational efficiency.
* **Overhauled the whole new business and renewal processes** to improve market share and retention.

Major Achievements

* **Continually surpassed KPI targets for New Business by at least 50% from 2006 to 2010.**
* **Increased Renewal Business from 30% to 89% from 2006 to 2010.**

**Aug 2002 – Feb 2006 Business Development Manager (Enterprise) | Grand Copthorne Waterfront Hotel**

*~ Hospitality*

Reporting Lines

* Reported to Senior Director of Sales & Marketing
* Direct Reports: 1

Key Responsibilities

* Coordinated between the top management and corporate clients and suggested new strategies to generate more business from existing clients as well as untapped market.
* Interacted with client on a personal level to understand specific requirements offering best product and service to maximize customer satisfaction.
* **Identified opportunities** for cross-selling and maximized the value of each opportunity so that the “dollar spend” was enhanced.

Major Achievements

* **Recurrently bested KPI targets by at least 50% from 2002 to 2006.**
* Gathered at least 100 appreciation letters from clients.
* Received the “Employee of the Month” Award **twice** in 2005.
* Received the “Outstanding Sales Achievement” Award **5 times** from 2004 to 2006.

#### OTHER PROFESSIONAL EXPERIENCE

**Jun 1998 – Aug 2002 Business Development Manager (Corp) | Raffles Hotel**

*~ Hospitality*

**Mar 1996 – Jun 1998 Senior Sales & Marketing Manager (APAC) | Western Energy Technology**

*~ Petrochemical*

#### EDUCATION

**Master of Business Administration (Dean’s List)**

***University of Western Australia, 2004***

**Bachelor of Science in Hotel Administration (Cum Laude)**

***University of Nevada, Las Vegas, 1996***

**Higher Diploma in Hotel Management (Performance Excellence)**

***Singapore Hotel and Tourism Education Centre, 1993***

**GCE “A” Level**

***National Junior College, 1989***