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| Yu Jiarong [Jiarongyu83@hotmail.com](mailto:Jiarongyu83@hotmail.com)Mobile: +65 98249535 |
| **Objective** | |

To contribute to a leading organization in a Senior Sales leadership / Director role

I pride myself on being able to establish strategic relationships and forge robust stakeholder management both within the organization and with the client. I believe in paying close attention to client feedback and ensuring sales cycles are well managed to bring optimal value to both the client and organization. I am a firm believer that the key to being a consistent sales performer is for a team to plan for success and the discipline to action the plan. This helped me be a leading revenue generator and consistently deliver value to the client and organization.

**QUALITIES POSSESSED**

* Exceptional understanding of various business cultures in the Asia Pacific region.
* Drive a sales cycle from lead- sourcing through till contracting
* Adopts a proactive and positive working attitude
* Entrepreneurial and always aiming for more.
* Maintains an open and inquisitive mind to new learning experiences
* An excellent team player with good people skills
* Confident and assertive
* Excellent communication and presentation skills

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| **Employment History** | |
| **BYKidO Pte. Ltd.**  Founder | Feb 2016 - Present |  |
| **Responsibilities**   * Founded BYKidO is a Marketing and Advertising start-up focus on helping Providers of Kids Services reach out to Parents in Singapore. * Responsibilities include Partners Management, Customer Acquisition, Marketing, Website Development and Company Strategy * Owns the entire Partner onboarding process which includes, identifying and initiating contact with potential new partners, delivery of value proposition to partners and partner relationship management. * Responsible for Customer Acquisition through social media, Search Engine Optimization, content marketing, offline events and direct sales activities. * Manages the Marketing process, including idea generation, ad / campaign creation, and execution * Responsible for Website Development, including creation and maintenance of BYKIDO.COM * Actively manage collaborations with merchants, vendors and 3rd Party channels, such as Event Planners, PR Firms, Influencers, Preschools and Companies. * Leads a small team, including 1 Marketing executive and 1 Sales executive | |
| **Achievements**   * Successful in increasing the number of Partner Merchants month on month despite being a start-up * Exceed expectations for Marketing growth on various platforms – email list, Facebook, Website signups * Achieved over 100 paying members in the 1st 6 months * Created marketing relationships with several Corporate and Pre-school to be listed as a “Preferred Partner” on their intranets and Staff listings. Includes Local Banks, International Banks, MNCs. * Self -learn the technical aspect of setting up the website and create a working prototype within 3 weeks. Continuous learning to improve the website. * Maintained a healthy cash position through prudent control of company resources coupled with resourcefulness and creativity. | |
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| **Fitch Solutions Pte Ltd, Singapore**  Sales Director (South and South East Asia)  Covering Sales Director (Australia and New Zealand) | Mar 2013 – Jan 2016  Jan 2015 – Dec 2015 |
| **Responsibilities**   * Fitch Solutions is part of the Fitch Group distributing Fitch’s credit research, ratings and proprietary data to financial professionals through various channels. * Clients are mainly from the Fixed Income, Risk Management and Investment teams across all FIs. * Responsible for growing the region’s Book of Business by creating new and enhanced client relationships, and defending existing revenue streams. * Responsible for the introduction of Fitch Connect – a new Fitch Platform aimed at providing clients with access to Fitch’s data, this includes Fundamental Financial Data, Credit Ratings and CDS pricing * Owns the full sales cycle process which includes, identifying and initiating new sales opportunities by prospecting new clients, and leveraging existing client relationships and events organized by Fitch Group. * Actively lead a team of an account manager, product specialist and client services to leverage their expertise in the sales cycle. * Regional point of contact for all cross border and global strategic account clients * Lead large sized contract negotiations through active collaboration with various organizational functions (Legal, Product Teams, Regional Sales Teams, Client Services, etc). * Takes ownership of regional sales campaigns and events to identify and create new sales opportunities | |
| **Achievements**   * Achieved revenue growth of 16% in 2014, 20% in 2015 and 20% in 2016 * Re-established client relationships with both Sovereign Wealth Funds in Singapore * Increased revenue generated from key accounts in the region to increase visibility of the Fitch brand. * Actively manage clients and internal stakeholders in the introduction of a new Fitch Solutions Platform * Successfully converting regulatory requirements of clients into sales, ie Basel III, Solvency II | |
| **Key Accounts**   * Banks – Singapore (Top 4), Australia (Big 4), Malaysia (Top 5), Thailand (Top 4), Vietnam (Top 5) * Regulators – Singapore, Australia, New Zealand, Malaysia, Thailand, Indonesia * Sovereigns Wealth Funds / State Pensions – Singapore, Malaysia | |
| **Web Services Integration, Singapore**  Head of sales asia pacific / sales consultant | Feb 2012 – Jan 2013 |
| **Responsibilities**   * Web Services Integration (WSI) is a software company providing automation solutions to the finance industry. * Started the Singapore sales office and solely in charge of WSI’s sales operations for Asia Pacific. * Responsible for office revenue and sales cycle include lead sourcing, improving product visibility, proposals and contract negotiations. * Building and maintaining relationships with clients in the middle and back office operations. Majority of contacts are COOs, Head of Operations, Head of ITs and Business Analysts | |
| **Achievements**   * Achieved and exceeded targets for setting up the regional office. * Build up a considerable interest in the product despite limited presence in the region before. | |

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| **Capital Economics (Asia) Pte Ltd, Singapore**  Sales Executive | Aug 2009 – Feb 2012 |
| **Responsibilities**   * Capital Economics (CE) is a macroeconomic consultancy providing economic reports to the finance industry. * Driving CE’s sales efforts into the Asia Pacific region specifically to China, Taiwan, Korea, Malaysia, Thailand, Vietnam, Philippines and Brunei and being accountable to the region’s revenue. * Serviced Institutional Clients in the region covering both the Buy and Sell sides. Majority of clients are CEOs, CIOs, Heads of Research, Portfolio Managers, Analysts and Traders * Responsible in the entire sales process, from lead researching, cold calling, proposals, contract negotiation, account renewal and account growth management. | |
| **Achievements**   * Constantly exceeded personal and company targets for the sales and promotion of CE research solution into the Asia Pacific region, * Expanded CE’s businesses into markets with previously zero presence such as China, Taiwan and Korea. * Posted solid results in the China market, making it the 3rd largest sales area for the Singapore office, this despite the product being in English and selling to a relatively Chinese speaking audience. * Established strong sales and working relationships with new clients resulting in a 90% renewal rate. | |
| **Business Monitor International (Asia) Pte Ltd, Singapore**  Asia Pacific Account Manager | Jun 2008 – Aug 2009 |
| **Responsibilities**   * Business Monitor International is an information service provider focusing on both Industry and Finance related analysis. Its flagship product, BMO is an online platform to its analysis. * Responsible for regional new business revenue of BMO through lead research, cold calling, meetings, monthly business trips, presentations, proposals, negotiation and account management. * Lead for the IT and Government sectors with clients in senior management positions involved in planning, strategy, business developments and finance. | |
| **Achievements**   * Proven record for consistently achieving and exceeding new business and renewal targets * Headed the project for the Singapore office in a joint global effort with the London and New York offices | |
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| **Prudential Pte Ltd, Singapore**  Financial Advisor | 2005 - 2006 |
| **Fly Entertainment**  Intern | 2006 |  |

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| **Education** | |
| **Singapore Management University**   * Bachelor of Business Management – 4 Year Program * Double majors in Finance and Marketing * Graduated GPA: 3.6 upon 4 (Magna Cum Laude i.e. High Distinction) | 2004 to 2008 |
| **Jonkoping International Business School (Student Exchange - Sweden)** | Jan – Jun 2007 |
| **Business Study Mission (Argentina / Chile)** | Dec 2006 |

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| **Skills / Languages** |
| * Application Tools such as Microsoft Office Suite, Salesforce, Lotus notes (User Level) * Fluent in written and spoken English and Mandarin, and basic spoken Cantonese |