

SOO FATT, CHIN

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Malaysian & Singapore PR

SGD6000

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Driving License: Class 3

Work Summary

- Over 15 years' experience in Technology sector
- Regional experience in Philippines, Indonesia, Vietnam, China, India and Malaysia
- Experienced working in fast-paced and dynamic global and cross cultural environment
- Strong ethics & integrity and able to work independently with minimum supervision
- Keen sense of learning and desire to constantly improve oneself
- Engineering Degree (NTU) and Marketing Degree (NUS)
- Languages: English, Mandarin, Malay

Leadership Skills

- Hired and lead a team of 5 staffs to achieve over S\$6.5M sales
- Championed the initiative to open office in Philippines office
- Provide coaching/training to new Outdoor Sales and Inside Sales to familiarize with products, workflows and Solution Selling methodology
- Ensure complete is submitted into CRM to ensure ISO 9001 compliance and customer satisfaction
- Act as first line of contact for management involvement on high profile issues
- Compile and provide forecast and monthly reports to Management so that timely decisions can be made

Analytical Skills

- Analysis and data mining of CRM using pivot tables to identify and create new sales opportunities
- Conducted market research, competitor and customer surveys to understand customers behaviour or preferences
- Ability to learn and apply product knowledge quickly by identifying new markets to penetrate

Planning and Organisation Skills

- Work closely with internal teams to formulate and develop Marketing events calendar according to business plan
- Develop and implement sales strategies to ensure software renewals are capable of delivering sustainable growth
- Ability to work with ambiguity of requirements, juggle projects to complete project on-time
- Work together with Technical team to provide compelling products demos on-site or

via web (WebEx) to emphasize advantages and benefits to customers

Industries Served:

| | | |
|-------------------|----------------|-----------------------|
| Aerospace/Defence | Communications | Electronics |
| Semiconductor | Energy | Computational Finance |
| Biomedical | Academia | A*STAR |

| | | |
|--------------------------|---------------------|-------------------------|
| Digital Image Processing | Object Detection | Market Risk |
| Portfolio Optimization | Algorithmic Trading | Unmanned Aerial Vehicle |
| Real-Time Testing | GPU Computing | WiMAX / LTE |
| Distributed Computing | Cloud Computing | MATLAB / Simulink |

Work Experience

TechSource Systems Singapore Pte Ltd 11/2010 - 02/2014 Sales Team Lead
(Sole Distributor for MATLAB in ASEAN Region)

Silvaco Singapore Pte Ltd 10/2001 - 10/2010 Sales Account Manager
(A leading vendor of electronic design automation software for Integrated Circuits)

Motorola Electronics (S) Pte Ltd 08/1996 – 04/2001 Electrical Engineer
(A global leader in wireless, automotive and broadband communications)

Education

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|----------------------------------|------|------------------------|
| National University of Singapore | 2001 | M.Sc (Marketing) |
| Nanyang Technological University | 1996 | B. Eng (EEE) 2nd Upper |

Speaking Achievements

Achieved Advanced Toastmaster Silver Award
Achieved Competent Leader Award
President's Distinguish Club
Humorous Speech Contest (Division Level)
International Speech Contest (Area Level)
Evaluation Contest (Club Level)