

SEWARD LUI

Country Sales and Business Development Professional in IT & Cyber Security

- Singapore Citizen
- Fluent in English, Mandarin and Cantonese
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SUMMARY OF PROFESSIONAL EXPERIENCES

- Over 8 years of country level sales and business development experiences covering security consulting, managed IT services and system integration business in both IT MNC and local IT security service provider
- Over 4 years of professional experiences in product management and development of high growth and complex technology products with the largest telecommunication company in South East Asia
- IBM Hundred Percent Club Honoree in 2015, for sales target achievements

CAREER HISTORY

Country Security Services Sales Leader, Singapore IBM Singapore Pte Ltd	February 2015 to Present
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- Heads Singapore country sales for IBM Security Services, responsible for all verticals and customer segments within the Singapore territory.
- Carries the entire Singapore country sales quota (services signings + revenue and product revenue) for IBM Security Services
- Formulates and executes sales strategies for Singapore Security Services business
- Responsible for account management and owns all key customer relationship for the Singapore territory
- Accountable for the whole IBM Security Services and Product portfolio, including:
 - IT & cyber security consulting (strategy, risk, compliance, governance, assessment);
 - Security system integration (data, application, endpoint, identity management, infrastructure, intelligence);
 - Managed security services;
 - IBM and third party security products; and
 - Cloud security services.
- Drives consultative and solution sales via direct face-to-face, inside and channel sales for Singapore
- Honoree of the 2015 IBM Hundred Percent Club for exceeding sales targets

Director of Business Development
e-Cop Global Pte Ltd
(Fully-owned Subsidiary of Certis CISCO Security)

October 2012 to February 2015

Assistant Vice President (Concurrent Appointment)
Certis CISCO Security Pte Ltd
(Fully-owned Subsidiary of Temasek Holdings, Singapore)

October 2007 to February 2015

- Headed the commercial team, directly responsible for sales, business development and product management functions for the following products and services:
 - Managed IT security services;
 - Data centre facilities, facility management and hosting services;
 - IT and asset tracking solutions;
 - IT software solution and smart card bureau services; and,
 - Local fibre connectivity with National Broadband Network
- Focused primarily on long-cycle major deals of at least S\$1mil in government sector
- Managed solution sales in security monitoring, security infrastructure and secured hosting services
- Tripled both the revenue and gross profit of the business unit in 3 years
- Clinched major managed IT service contracts from the Singapore government, valued at over S\$100mil in 3 years:
 - Managed PKI services for whole of Singapore Government (over S\$75mil)
 - End Point Protection Services for whole of Singapore Government (Over S\$25mil. Over 70,000 end points. Winning over a strong incumbent)

Strategic Project Manager
Operational Excellence Programme Office
Singapore Telecommunications Ltd (SingTel)

November 2006 to October 2007

- Responsible for all project management and implementation activities of process improvement initiatives to achieve productivity gain, cost saving and better customer experience of consumer broadband product lines
- Developed a SingTel customized methodology for all process improvement initiatives, based on best practices of Lean Six Sigma, with an external consultant
- Achieved productivity gain and cost benefits of US\$0.5mil within 6 months, identified long-term cost reduction opportunities of US\$3.3mil through end-to-end process analysis

**Product Manager (Consumer Products)
SingTel**

August 2002 to November 2006

- Accountable for all aspects of product life cycle of the assigned wholesale and retail consumer broadband product lines
- Accountable for P&L of the assigned product lines, with annual revenue of US\$20mil
- Responsible for leading and managing cross-functional teams in product development and management, including sales, marketing, operations, customer services, legal, regulatory, finance, engineering and IT
- Launched 3 “first” for SingTel:
 - Country-wide commercial ADSL2+ broadband service (a first in Singapore)
 - Fibre-To-The-Home using GPON (a first in Asia Pacific) and next generation VDSL2 (a first in Southeast Asia) service trials
- Project-managed SingTel’s participation in the RFC (Request For Concept) of Singapore government’s National Broadband Network initiative, valued at US\$1bil

PROFESSIONAL AND ACADEMIC QUALIFICATIONS, SCHOLARSHIP AND AWARDS

- Symantec, CheckPoint and Forcepoint sales professional certifications
- Certified Professional Risk Manager, awarded by Asian Risk Management Institute (ARiMI) in 2011
- Bachelor of Engineering (Electrical), National University of Singapore in 2002
 - First Class Honours (top 5% of cohort)
 - Cumulative Average Point (CAP) of 4.91/5.00
 - Dean’s List for 5 semesters (out of a possible 7)
- SingTel undergraduate scholarship in 1996
- Four Distinctions in G.C.E. “A” Levels in 1995
- Letters of Commendation by Singapore Armed Forces in 1998 and 2010