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| C:\Users\kelvin\AppData\Local\Microsoft\Windows\INetCacheContent.Word\2909016.jpg | **Kelvin Lim 林珉综** **Product Manager – Web Defence** **SecureCraft Pte Ltd** | |
|  |  |
| (+65) 96818941 | soulz007@hotmail.com | Singapore | |

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| **Work Experiences** |  |  |
| Total working experience: 20 years and ‘ticking’ | | |
| 11 Sep 2017 – Present | **Product Manager – Web Defence** SecureCraft Pte Ltd | Singapore | |
|  | Industry | Computer / Information Technology (Software) |
|  | Specialization | Marketing/Product Management |
|  | Role | Product / Solution Management |
|  | Position Level | Manager |
|  | SecureCraft is an IT Security Value Added Distributor.  Work Responsibilities:   * In charge of web defence solutions including Cloudflare (SG & MY), Netsparker & Acunetix under Invicti (SG, MY & PH) and Arctic Security (SG & MY). Previous brand portfolio - NSFOCUS * Understanding cybersecurity and internet trends including threat landscape/posture, web vulnerability, DNS, CDN, WAF, DDoS attacks and web security. * Account management (engaging end clients and presenting web defence solutions). * Ability to relate business requirements to solutions. * Handling objections and resolution (resolve business or client related issues). * Operating as a Business Unit, managing daily sales and operations cost as well as nurturing partnerships with resellers, solution integrators and principals. * Vendor Management with pipeline reporting and Partner Sales Enablement. * Sales/Pre-Sales Pitch Presentation to partners and end customers * Plan marketing activities. Participating and managing booth events and webinars. * Participating in tender proposals/projects and liaising with principals on project requirements, compliance and pricing. * Working with security engineer to provide value added services and to ensure smooth delivery of solutions based on requirements. | |
| May 2017 – Sep 2017 | **Actively looking for suitable jobs that will contribute towards a better society.** | |
| Jul 2005 – Apr 2017 | **Business Development Manager** iEcoSystems Pte Ltd | Singapore | |
|  | Industry | Computer / Information Technology (Hardware) |
|  | Specialization | Marketing/Business Development |
|  | Role | Business Development |
|  | Position Level | Manager |
|  | iEcoSystems provides client with solution integration services from server virtualization, networking, security (UTM, physical and surveillance systems) to planning and implementation.  Work Responsibilities:   * Account management (engaging clients and design / upsell solution to their needs). * Handling objections and resolution (resolve business or client related issues). * Managing daily sales and business operations including partnerships with distributors and vendors. * Proposing POS Hardware, VMS, VMware, Infrastructure (Server, Network and Security) Solutions. * Participating in tender proposals/projects and liaising with principals on project requirements and pricing. * Participating and managing booth and marketing events. * Sourcing potential solutions and keeping track of current IT market trending. | |
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| Jul 2004 - Jul 2005 | **Business Consultant** Alpha Landsteinar Singapore Pte Ltd | |
|  | Industry | Computer / Information Technology (Software) |
|  | Specialization | Marketing/Business Development |
|  | Position Level | Senior Executive |
|  | Alpha Landsteinar provides ERP solutions integrated with Retail Management System through a single database.  Work Responsibilities:   * Demand Generation (sales cold calls qualification). * Marketing Events (participation in trade shows and events). * Requirements gathering (Writing Sponsor letters and evaluation plans for customers to gain conformity to customers' issues and project milestones). * Solution selling skills (engaging customer in project till the closing of the deal). * Business process workflow (understanding the customers' business processes, drawing flow diagram & network diagram, sourcing for hardware and network requirements). | |
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| Jun 2003 - Jul 2004 | **Business Manager** Atria Technologies Pte Ltd | |
|  | Industry | Computer / Information Technology (Hardware) |
|  | Specialization | IT/Computer - Hardware |
|  | Position Level | Manager |
|  | Atria Technologies Pte Ltd is an IT Distributor for IBM Printing Systems and Supplies, and IBM Point-of-Sales Systems and Kiosks.  Work Responsibilities:   * In charge of the overall day-to-day operations and sales of company. * Qualifying IBM leads (on POS and Printers) with the right partners/solution providers. * Setting commission and sales plan for each product and salesperson. * Working closely with top management and staff in achieving goals. * Liaising with IBM brands team, client representatives and services team in fulfilling customers’ and partners’ requirements. * Plan, develop and implement targeted marketing campaigns. * Perform necessary market research and competitors’ analysis. * Sourcing and evaluating new products for distribution. * Channel development for POS and Printers.   Promoted from Product Manager to Business Manager since Dec 2003. | |
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| Feb 2001 - May 2003 | **Account Manager** Asirius Pte Ltd | |
|  | Industry | Computer / Information Technology (Hardware) |
|  | Specialization | Sales - Engineering/Technical/IT |
|  | Position Level | Senior Executive |
|  | Work Responsibilities:   * Generating sales leads through cold calls. * Handling prospective and existing customers. * Joint effort marketing of IBM pSeries servers with IBM Distributors. * Handling marketing events and promotions. * Managing customers' database of the company. * Being a System Integrator let me acquire knowledge of network setup, system networking and maintenance. * Knowledge of IBM, HP, Sun, CA, Veritas and networking products. | |
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| Jul 2000 - Jan 2001 | **Asst Manager – BMS (Promoted from Dun & Bradstreet)** SingBizInfo Pte Ltd | |
|  | Industry | Consulting (Business & Management) |
|  | Specialization | Quality Control/Assurance |
|  | Position Level | Manager |
|  | Work Responsibilities:   * Rationalized customers' database i.e. to 'clean up' their database from duplicates and matching with their database with our company's DUNS. * Assessing staff performance. * Advise customers on the best solution to manage data on sales meeting with Salesperson. * Generating Marketing Mailers, Labels. * Coordinating the update of file building and file maintenance for company.   Projects:   * IBM Asean database cleaning up. * Updating company's database and building additional records so that the records are of latest date. | |
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| Mar 1997 - Jun 2000 | **IR Cross Border Coordinator** Dun & Bradstreet (S) Pte Ltd | |
|  | Position Level | Senior Executive |
|  | Work Responsibilities:   * Handling customers' complaints. * Tracing for outstanding reports. * Ensuring quality and timely reports to customers. * Providing current Asia's news.   Accomplishment: Fulfilling and satisfying a major customer (1 year) contract that results in renewing of contract. | |
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| **Education** | | |
| 1994 | **Ngee Ann Polytechnic** Diploma in Business Studies/Administration/Management | Singapore | |
|  | Major | Marketing |
|  | Grade | Grade B/2nd Class Upper |
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| 1990 | **Chung Cheng High School (Branch)** Secondary School/"O" Level in Mathematics & Sciences | Singapore | |
|  | Grade | Grade A/1st Class |
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| **Skills** | | |
| Intermediate | IT Sales, Business Development, Product Development, Vendor Management, Channel Development, Management and Leadership. | |
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| **Languages** | | |
| *Proficiency level: 0 - Poor, 10 – Excellent* | | |
| Language | Spoken Written | |
| Chinese | 7 6 | |
| English | 6 7 | |
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| **Additional Info** | | |
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| Preferred Work Location: | Any countries | |
| Objective: Contribute to a better society through Technology but save the Earth.   What I have: Time management skills Ability to meet deadline Dependable A team player Initiative  I can be a perfectionist at times  Certifications:  Certified Axis Professional  Certified VMware Sales and Technical Sales Specialist  Cloudflare Accredited Sales Professional  Cloudflare Accredited Sales Engineer  Personal Strengths: - Microsoft Office (Word, Excel, Powerpoint) - Class 3 driving license - Typing speed of 45 wpm  Other Languages: English (written and spoken)  Mandarin (written and spoken)  Hokkien (Spoken) Understand basic Cantonese language  Pastime:  Cycling, Swimming, Gaming (Console, PC, Mobile), Drawing, Travelling, Read & Watch Interesting Topics | | |
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| **About Me** | | |
| Gender | Male | |
| Age | 46 years+ | |
| Address | 30 Bayshore Road, #24-02, Singapore 469974 | |
| Nationality | Singaporean | |
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