**Regional Business Development & Channel Partnerships and Relations/ Alliance (Asia-Pacific)**

A regionally experienced and highly results-driven Executive with 19 years of proven regional channel & partner recruitment & Technical Sales & **Google GCP Certified Business Transformation with Google CLOUD On-Going Engineering and Architecture**, SQL, Linux etc.. and creating partnership opportunities within the ASEAN region.

Adept with Multi-National projects in Hospitality, Healthcare, Government, FMCG, Manufacturing, Casinos, **Wi-Fi Networks & Storage, CLOUD implementation, IT Hardware System Integration and CLOUD, Consulting and Sales of SaaS Solutions and Internet Service Backbone & Wireless implementation and ISP provider, Post & Pre-Sales expertise and Sales Strategy & GTM Plans**, Online Payment Technology, **IoT Technology for Hotels and Integration** Consulting Automation System (Digital Twin) POV & POC & Revenue Management and Software BPO for High Tech industries.

With proven track records in driving for improved top line project in Wi-Fi On-boarding of channel partners sales in **(RansNet Singapore) Vendor,** with established markets in Singapore, Profit-Driven projects in Australia, ASEAN, India, Middle East, Japan and Driving into Hong Kong and China from 1st QTR of 2018 serving Multi-National Corporations, like HP, Mc Kinsey, Softbank & DoCoMo NTT & Wired & Wireless in Japan. **And Participating and succeeded in Government Tenders for IT in MOH, MOE, MOM and CAG Airport Wi-Fi and Telco Services.**

I am now seeking to extend my passion and contributions to help build Tech start-ups to growing SMEs with supplier & ISP base across Asia and globally and **pursuing Digital Twin Proof of Value & Concept.**

**CORE COMPETENCIES**

* **Outstanding Sales and Channel Relation Engagement & Leadership across Asia Pacific** managing and motivating team & partners towards company’s objectives.
* Comprehensive **business network in 5 major industries** – Hospitality Industry, Telecommunication & Facility Based Operators, Retail & eCommerce Providers, FSI & Payment Gateway Providers, System Integrators in IT Hardware & Software Vertical with direct access to key decision makers.
* Ability to conduct **SWOT analysis** in support of new market development in developing countries such as Malaysia, Indonesia and Thailand.
* Effective in conceptualizing, strategizing and execution of **technical roadshow, events and seminars** to promote new products and solution.

**Strategic customer engagement, presentation and negotiation** in English, Malay Bahasa and Mandarin. Etc. developing channel incentives and loyalty program domain in technology reseller marketplace.

* Ability to identify customer **hidden needs and “pain”** to close sales swiftly, and to build strong pipeline. With a **pitching solution using “Trial POC closing techniques”**. **Technology savvy** with good appreciation of IoT and Industry 4.0, Ai and Social Media SEM. And **Google GCP Cloud Consulting**

**KEY ACHIEVEMENTS**

* Successfully negotiated a multi-million dollar contract with a TelcomTelstra for Bank Mandiri, Bank Negara Indonesia (BNI) and System Integrators with Wi-Fi suppliers.
* Successfully launched and marketed in-house brand of Wi-Fi Gateway & LTE Router technology hardware products with first year sales of over USD$2,000,000 with gross margin of over 35%.
* Cost saving of U$200K was achieved with provider enrolment for Wi-Fi venue for all iPass Inc. VPN Subscribers forecasting initiative which resulted in the decrease in Wi-Fi Venue acquisition expenses.
* Rejuvenated sales offices for DoCoMo Inter-touch (NTT) in the Thailand, Malaysia, Indonesia with improved sales and administration competencies. Sales grew by over 20% in the first year to USD$1 million in individual profit centers.
* Improved marketing efforts by reducing marketing budget by over 30% whilst achieving the same branding impact and sales targets.
* Exceeded revenue deriving from Systems Integrators, Partners and direct channels byan estimated of US$8 million in 2018. **( iPass Inc.) VNO SaaS**, Est. (20% year on year, US$ 20 million in 2015), increased subscriber enrolments of gross margins (15% per year, 18% in 2016) and delivery performance (Above > 99%).
* Increased Hotel accounts by 50% and year-on-year revenue by 25% from 2013-2014

**CAREER HISTORY**

## Regional CLOUD Professional in GCP Google Cloud Architect / Cloud Engineering - Gov't Sponsored Enterprise Based Training Professional - GCP Google Cloud Architect / Cloud Engineering. (Mid-Career Pathways Enterprise Based Training by Google Trainers)

* (Artificial Intelligence and Machine Learning)
* Cloud Basics, and Google Cloud Fundamentals -
* Business Transformation with Google Cloud
* Fundamentals and Infrastructure: Google Cloud Platform -
* Google Cloud Platform Fundamentals: Core Infrastructure and Essential Google Cloud Infrastructure: Foundation
* Core Services and Scaling & Automation -
* Essential Google Cloud Infrastructure: Core Services and Elastic Google Cloud
* Infrastructure: Scaling and Automation
* Defining and Implementing Network & Hybrid Connectivity and Network Management Reliable Google Cloud Infrastructure: Design and Process
* Security - Managing Security in Google Cloud, Security Best Practices in Google Cloud and Mitigating
* Security Vulnerabilities on Google Cloud Platform

**Inside Sales Account ( Lead Manager ) | (Digital Infrastructure |**

**Virtual Storage for Hitachi Vantara**

**Hitachi Vantara (Outsourced Contract Appt)**

**Present**

• Develop account plans to maximize the value of the accounts and to build and nurture client relationships.

• Ensuring alignment to TAM / PAM strategy and have the ability to monitor, measure and communicate progress against stated goals

• Ensuring alignment to overall regional sales strategy with the ability to monitor, measure and communicate progress against stated goals.

• Manage complex sales engagements Identifying key decision makers and build effective relationships.

• Work to increase Hitachi Vantara’s share of wallet in the assigned Enterprise accounts

• Identify leads, develop and track opportunities from identification to the close. Will identify up-selling and cross-selling opportunities within the account and develop account plans.

• Undertake effective pipeline creation, management and forecasting for the assigned acounts, and own updates on progress to leadership.

**Senior-Account Management**

**ViewQwest Pte Ltd** July 2019 – March 2020

* Sales & Account Management of Large & Medium Enterprises, SMB & Hospitality Accounts.
* Driving Sales performance and forecast using Salesforce.com
* Built and managed new & existing telco accounts.
* Provided Pre-Post sales technical support and training.
* Worked closely with product team to strategize new product offerings and Brainstormed on strategies against competition, and strategized the eCommerce Ordering Platform for SMB with Marketing Team.
* Work on reducing Churning of existing account revenue under my dept.

**Regional Sales Director & Channel Management (Asia-Pacific)**

**RansNet Singapore Pte Ltd**  Jul 2016 – Aug 2018

* Built RansNet from **Start-up** to USD 8 Million sales revenue and presence in Asia Pacific and Singapore in short period of 2 years.
* Team Lead & management of 2 sales and 3 Pre-sales support in channel & project sales segment in Singapore and Asia Pacific.
* Partner Coordination with System Integrators and Wi-Fi Gateway, Load Balancer, and LTE Router deployment for multiple projects in Changi Airport Singapore, KFC, Pizza Hut with M1 and SI partners in Singapore and FSI projects in Asia Pacific working closely with Telco & SI teams.
* Executed key business operations and projects, implementation, **process systems integration** of projects management with distributors, partners in the region.
* Event & Marketing Channel recruitment and roadshows in various events working with marketing dept.

**Senior Manager, Relations Manager ( Regional Management Role)**

**iPass Inc.** Aug – 2014 – Jun 2016

* Managed Supplier Partners and directed team of Technical Pre-Sales Team towards sales of USD$5 million subscription of Wi-Fi Venues per annum in Asia-Pacific.
* Regional Business Development and Snr Supplier Relationship Manager (Procurement & Business Development) for the Asia Pacific region focusing on the Hospitality sector, & Large Venues & Telco – WISP; established agreements and relationships for the supply of Wi-Fi Access, Channel Management and Partners Recruitment through trade shows, product training and customer demos for local and overseas sales team. Building Key Relationships with Key Wi-Fi Network Operators and Global Hospitality Brands in the region.
* Managed to Sign Supplier Contracts in Australia, Japan, Korea, China, HK, ASEAN, India Covering 760,000 Hotels and Group Chains Hospitality, controlling revenue payouts for B/W offered to all our Large MNCs in Global markets. Tasked to handle Vendor & Venue Operators Acquisition, Project Managing with Authentication projects

**Director of Sales (South East Asia)**

**DoCoMo Inter-touch (Subsidiary of NTT)** May 2012 – Aug - 2014

* Responsible for profitability, compliance, people management of South East Asia Countries, & Maldives.
* Direct headcount management – 12 headcounts in each country focusing on nurturing in-country teams to achieving customer acquisition, retention and cross sales through direct sales and appointment of reseller channels.
* Developed, implemented an executive agreed business plan whilst taking charge of the day-to-day running of the branch and Maintained Revenue for **Network & Wi-Fi Suppliers Products GTM brands of RUCKUS, CISCO, HP, FortiNet, Normadix** and working with their marketing department to organize partner events for the Hospitality Sector in the Region.
* Responsible for Supervising, Training & Developing the Country Managers to close  
  deals within Targeted Markets and Accounts assigned.
* Assisted country managers and their team to close Major Sales and Upsale of solutions.

**Regional HEAD (SE Asia) – Asst. GM (Hospitality & Software Solutions)**

**Dataprep Technologies Pte Ltd** Feb 2009 - Dec 2010

* Managed Country Managers & Regional Team Leads & Biz Directions working with shareholders and raised the company’s profits to record levels. Overseeing 150 Staff, including Sales, Admin & Marketing Departments, Technical, Research Team.
* Managed SEA Country Managers, each with >30 staff; Responsible for Product Management & Development of Software Solutions for Hotel Industry, Harmony Property & Hotel Management System.
* Responsible for Quarterly Sales forecast, design & implementing new training programs, growing existing customer base, and penetration into South East Asia Region.

**EDUCATION & TRAINING**

**Educational Credentials:**

* Bachelor of Science in Business Information Systems

**University of Aberdeen, Int’l SD** 1994

**Certification & Training Attended:**

* Certified Digital Marketing **(Shaw Academy).** 2020
* Search Engine Marketing Certification –

**eMarketing Institute**  2020

* Cybersecurity by (SUTD)
* **Singapore University of Technology & Design.**  2019
* **CATO Networks** (SD Wan Sales Professional) 2019
* **NICF-Certified** Social Media Mktg / Digital Mktg 2017

Brand Marketing **(Lithan Academy)**

* **Singapore College of Insurance Ltd**

– CMFAS, CHI, M5, M3, CFNA 1989 - 2005

**IT / Cybersecurity &. Web Skillsets:**

Proficient with the use of MS Office suite, Apple Mac, Windows 10, and Server and VMware, Digital Wordpress / Woo-commerce web designing / development, Salesforce CRM Pipeline, Forecast & Sales & CATO SD-Wan Implementations, Network Infrastructure Hardware & Data Center, Co-Location Tier 3, Telco Services and Online & Offline SEO/SEM/ Digital Marketing & Social Media, Wi-Fi Analytics and Network Implementation, Web, eCommerce / Platform Development & WP App Development and Design, Online CLOUD, C-Panel Hosting Configuration and Management, Professional Services and Managed Cybersecurity Services, and most of Internet applications and tools for Domain Management – IPv4 -v6 Translator, IP Tools, Cross-site Scripting, Spoof tool-Traceroute, Dig, Ns lookup tools, DDoS Protect, TrendMicro, IBM MaaS360, commands tools, certified for Cybersecurity by SUTD, Digital Marketing Certification (by Shaw Academy) and SEM-Search Engine Marketing – e-Certified, Hitachi Vantara – Storage Appliances Certifications, Microsoft Azure CLOUD Solution, Microsoft CLOUD Solution, Storage & On-Prem.

**REFERENCES**



**@viewqwest.com**