

# SAM LI WEIXIAN

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## EXECUTIVE SUMMARY

Accomplished AI Leader with robust background spanning over 15+ years in research, education, defence, and technology sectors. Proven leadership in steering AI solutions for multinational corporations, backed by extensive publications and patents recognized internationally. Adept in Artificial Intelligence Strategy Development, Data Science & Analytics with strong financial planning and budget management.

### Significant Achievements:

- Led and managed multi-million AI initiatives for 30+ companies, achieving recognition and awards from industry and academic communities.
- Authored numerous research papers and patents contributing to advancements in AI technologies.
- Raised USD14 Million Funding for a start-up company.

## KEY SKILLS

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- Artificial Intelligence Strategy Development
- Machine Learning & Deep Learning
- Natural Language Processing & Computer Vision
- Data Science & Statistical Analysis
- Research & Development
- Patents & Publications
- Problem-solving & Critical Thinking
- Project & Team Leadership
- Effective Communication & Presentation
- Cross-functional Collaboration
- Adaptability & Flexibility
- Financial Planning & Budget Management

## PROFESSIONAL EXPERIENCE

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### PRINCIPAL LOCALIZATION AI STRATEGIST

Apr 2025 – Present

**Autodesk, Singapore** [www.autodesk.com/](http://www.autodesk.com/)

*Autodesk, headquartered in San Francisco, California, USA, is an American multinational software corporation that provides software products and services for the architecture, engineering, construction, media, education, and entertainment industries.*

Reporting to Head of Localization. Responsible for Global AI Strategy function and project.

#### Key Responsibilities:

- **Led Autodesk's Localization Leadership Team (40+ members)** to design and execute AI-driven strategies integrating **Machine Translation (MT)**, **Translation Memory (TM)**, and **Linguistic Quality Management (LQM)** workflows. This initiative directly supported **60% of Autodesk's product revenues** by accelerating multilingual releases for engineering tool, potentially improving localization efficiency by ~20% and reduce ~60% of manual cost.
- **Architected AI-localization analytics framework** for 13 languages, integrating evaluation metrics via automations. **Driving executive decisions** through **analytics dashboards** that accelerated AI adoption.

### CHIEF DATA OFFICER

Jan 2023 – Jan 2024

### CHIEF TECHNOLOGY OFFICER (KUPU ID)

Mar 2023 – Jan 2024

**Sinarmas Group, Jakarta, Beijing** [www.sinarmas.com/en/](http://www.sinarmas.com/en/)

*Sinarmas Group, a prominent conglomerate headquartered in Jakarta, Indonesia, operates across diversified sectors including agriculture, forestry, pulp and paper, financial services, and real estate.*

Reporting to the CEO. Led team of 50+ technology personnel in the organizations' technology roadmap.

**Selected Contributions:**

- **Formulated and executed innovation strategies for the US\$40 billion organization with various subsidiaries' C-level executives.** These strategies have significantly contributed to the enhancement of operational efficiencies and market competitiveness across all sectors.
- **Developed and executed innovative data-driven initiatives aligning with business objectives.** These initiatives have optimized decision-making processes, resulting in 400 times increase in productivity and a reduction in operational costs.
- **Developed and implemented innovative strategies for a subsidiary to grow into a US\$60 million organization** by launching new products and being involved in two investment fund-raising rounds. These efforts not only expanded the subsidiary's market reach but also enhanced its valuation by 23%.
- **Successfully introduced pioneering products that catered to the needs of over 3 million users.** These products have significantly improved customer satisfaction and loyalty, reflected in an increase in customer retention rates. Furthermore, two times increase of users and 50% increase in business usages.

**Key Responsibilities:**

- **Built and directed the activities of four functional teams (AI & Big Data, IT & Cloud, Software Development, Quality Assurance), comprising more than 50 team members.** Under my leadership, these teams successfully delivered multiple high-impact projects on time and within budget.
- **Presented executive reports on data performance to the executive team and board of directors.** This regular reporting facilitated informed strategic decisions, aligning technology initiatives with broader organizational goals.
- **Strategized and established AI divisions for the holding organization subsidiaries.** This involved setting up state-of-the-art AI infrastructure and recruiting top talent, which led to a 20% increase in AI project completion rates.

**HEAD OF ARTIFICIAL INTELLIGENCE (APAC)**

**Nov 2019 – Nov 2022**

**GLOBAL PRODUCT BUSINESS LEADER (AI & DATA SCIENCE)**

**Mar 2020 – Jan 2021**

**Dell Technologies, Singapore** [www.dell.com.sg](http://www.dell.com.sg)

*Dell Technologies, headquartered in Round Rock, Texas, USA, is a global leader in digital transformation, providing technology solutions and services to organizations of all sizes.*

Reporting to VP, CTO Officer. Led team of 4 AI personnel to support regional AI innovations.

**Selected Contributions:**

- **Formulated product innovation strategies and opportunities to achieve approximately USD\$4.4 billion in revenue worldwide.** This involved identifying emerging market trends, leveraging cutting-edge AI technologies, and aligning product development with customer needs, leading to a increase in market share.
- **Managed product portfolio with over 20 products, serving 100+ million customers globally.** Through strategic oversight and continuous improvement, maintained high customer satisfaction and loyalty, contributing to a 10% annual growth rate in the AI product segment.
- **Launched 3 products serving over 100 million customers.** These launches not only expanded the company's product offerings but also significantly enhanced the user experience, resulting in a 25% increase in customer retention.

- **Authored multiple commercial patents and licenses for over 10+ AI solutions worth USD \$5 million.** These innovations not only contributed to the company's intellectual property portfolio but also generated significant revenue streams.

#### **Key Responsibilities:**

- **Business leader for global AI product group with R&D budgets of over USD\$50 million.** Effectively managed the allocation of resources, ensuring the timely delivery of high-impact AI solutions that have been instrumental in driving business growth.
- **Managed AI projects with product teams of 30 members and C-Suite stakeholders.** Ensured seamless collaboration across diverse teams and maintained alignment with the organization's strategic goals, leading to successful project completions and positive business outcomes.
- **Developed AI strategy for \$1 billion target revenue as part of the Global Technology management team.** This strategy encompassed market analysis, competitive positioning, and innovation roadmaps, driving significant revenue growth and positioning the company as a leader in AI.
- **Evaluated and engaged potential business partners to deliver key AI products.** Successfully negotiated and forged strategic partnerships that enhanced the company's technological capabilities and market reach.

#### **Data Science Manager (ASEAN)**

**Oct 2018 – Nov 2019**

**Hewlett Packard Enterprise, Singapore** [www.hpe.com.sg](http://www.hpe.com.sg)

*Hewlett Packard Enterprise (HPE), headquartered in Palo Alto, California, USA, is a global technology company that provides innovative solutions in edge-to-cloud computing, cybersecurity, and data analytics.*

Reporting to AI & Big Data Manager. Responsible for AI function, budgeting and monitoring project costing.

#### **Selected Contributions:**

- **Formulated corporate strategies and analysed opportunities as part of the R&D Lab management team with R&D budgets of over USD\$140 million.** Developed strategic initiatives that aligned with the company's long-term goals, ensuring optimal use of resources and maximizing the return on investment.
- **Presented for the Asia Pacific board meeting as an Honorary invitee and received HPE Recognition Award for outstanding achievements.** Recognized for exceptional contributions to the company's success, including the development of innovative AI solutions that generated significant business value.
- **Managed a team of 8 data scientists for the Asia Pacific Data Science R&D Lab.** Directed the team in cutting-edge research and development projects, enhancing the lab's capabilities and contributing to significant technological advancements in the region.
- **Consultant and Project Lead for over 20 Global Research and Industrial AI projects.** Successfully delivered impactful AI solutions across various industries, improving operational efficiencies and driving innovation. Projects included predictive maintenance, customer behaviour analytics, and supply chain optimization.

#### **Data Science Consultant**

**Oct 2015 – Oct 2018**

**Agency for Science, Technology and Research (A\*STAR), Singapore** <https://www.a-star.edu.sg/>

*The Agency for Science, Technology and Research (ASTAR) is Singapore's lead public sector agency dedicated to fostering world-class scientific research and talent.*

Reporting to R&D Team Leader. Tasked with building customize solution for Singapore based companies.

#### **Selected Contributions:**

- **Project Lead for 15 Research and Industrial projects near SGD 1.2 million.** Successfully managed and delivered high-impact projects across various sectors, contributing to significant advancements in data science applications and technological innovation.
- **Consultant for technical solutions through industry engagement with approximately 20% cost savings across various industries, including Fortune 500 companies.** Developed and implemented cost-effective, tailored data science solutions that enhanced operational efficiencies and drove competitive advantages for client companies.
- **Conducted lectures for enterprises through Workforce Singapore.** Provided expert training and knowledge transfer to industry professionals, promoting the adoption of advanced data science techniques and fostering a culture of continuous learning and innovation.
- **Advisor to corporate strategies for approximately \$300 million R&D budget as a subject matter expert.** Offered strategic guidance and technical expertise to help shape the direction of significant R&D investments, ensuring alignment with national priorities and maximizing returns on investment.

## EDUCATION

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### **Master of Business Administration (MBA), Imperial College London**

Exchange: Selected Global Student representative for 3 Universities [HSG, SMU, UH] (2023)

### **Doctor of Philosophy in Engineering (PhD), University of Newcastle Upon Tyne**

Scholarship: Industrial Postgraduate Programme Funding (2015)

Thesis: Internet of Things (IoT) based Adaptive Energy Management System for Smart Homes (2019)

### **Bachelor of Engineering with First Class Honours in Electrical Power Engineering (BEng), University of Newcastle Upon Tyne**

Thesis: Multi-Agent System (MAS) on Smart Home Energy Management (2015)

### **FT Non-Executive Director Diploma, Financial Times (2024)**

## OTHER RELEVANT INFORMATION

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**Languages:** English, Chinese & Indonesian (Basic in speaking & writing)

### **Volunteer Involvement:**

#### **AI Industry Expert Panel for Singapore Government**

**Jan 2024 – Present**

Advising on AI implementation strategies for government initiatives, facilitating collaboration among agencies, communities and stakeholders, and providing technical oversight to ensure effective and ethical AI adoption.

#### **Academic Supervisor and Career Mentor**

**Feb 2021 – Present**

Providing technical supervision as an external project advisor for academic institutions in Singapore, including Newcastle University, SUSS, and SIT. Offering career mentorship to students and young professionals, helping them navigate the transition to the workforce and offering guidance on career development.

**LinkedIn:** <https://www.linkedin.com/in/dr-sam-li-weixian-844033ba/>

**Google Scholar:** <https://scholar.google.com/citations?user=q-IFPMAAAJ&hl=en>