

# WINSON INCHUEN LO

SINGAPORE 469599

+65 8608 5852 | [winson0714@me.com](mailto:winson0714@me.com) | [LINKEDIN](#)

## **PROFESSIONAL PROFILE**

With 18 years of experience in brand development, product innovation and general management spanning the gaming industry, consumer electronics and lifestyle sectors. Strategic, passionate and track record in building businesses. Understanding of Southeast Asian culture intelligence. Transformed business with focus on operational improvements and long-term consistency in brand development. Based in Hong Kong, Taiwan & Singapore.

- Leadership
- Negotiation
- Problem-Solving
- Game Publishing
- Project Management
- Conflict Resolution
- Creativity/Innovation
- Planning
- Cross-Functional Team leadership
- External Partnership
- Strategy Planning
- P&L Management

## **CAREER SUMMARY**

### **2022 – PRESENT**

### **THQ NORDIC SINGAPORE PTE LTD**

2022 Mar – Present

Head of Southeast Asia (Singapore)

Founded and established THQ Nordic Singapore, overseeing company setup and execution.

- Manage Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines, Hong Kong & Taiwan (ROC) via direct engagement with media outlet, marketing agency, vendor, event agency.
- With 2 direct reports fulfilling functions of Brand Marketing, Public Relation, Social Media, Content Creator Engagement, Localization, HR & Administration
- Responsible for GTM strategy for THQ Nordic titles and direct connect with medias (60+) across responsible region
- Successfully launched 17 titles and generated total media value (~3 million USD) & ~3 million viewership
- **(PAID)** Direct partnership with RTS streamer ([SoBaDRush\(YT\)](#), [BliBli](#), [Wayne Chang](#), [Wolfens Gaming](#) (TW) [ManJiw Gaming](#) (ID)) for [The Valiant](#), [Knights of Honor II: Sovereign](#) & [SpellForce: Conquest of Eo](#)
- THQ Nordic digital showcase media coverage surged from 13 to 112 articles in 2022 with Singapore office opened
- Content Creator viewership contribution:  
**(EARNED)** [Way of The Hunter - **47K**], [Destroy All Humans 2! Reprobed - **194K**], [SpongeBob SquarePants: Comic Shake - **304K**]  
**(PAID)** [The Valiant – **134K**], [Knights of Honor II: Sovereign - **88K**], [SpellForce: Conquest of Eo – **10K**]
- Full game review support from key media outlet ([GeekCulture](#) (SG), [Wanuxi](#), [NMIA Gaming](#), [IGN SEA](#) (MY), [This is Game](#) (TH), [Jagatplay](#), [The Lazy Media](#) (ID), [SirusGaming](#) (PH), [Vietgamer](#) (VN), [VJGame](#), [HobbiGame](#) (HK), [Bahamut](#), [4Gamers](#), [GameBase](#) (TW ROC))
- Engaged with Key Media Outlet [Wanuxi](#), [GameBraves](#) (MY) & [Thai Game Wiki](#) (TH) for back catalog (DarkSiders series) to raise brand awareness
- **(EARNED)** Created THQ Nordic Singapore Opening Media Kit (100 sets) and featured on Thailand Game Show live stream channel with 78.8K concurrent views
- **(EARNED)** Setup and operate [THQ Nordic SEA Facebook](#) with 580+ followers in 7 months

- Direct connection with agency like [Section](#)(SG), [Ino Arts](#)(SG), Eliphant(SG), [MadeViral](#), [Ampverse](#)(TH), [GameBase](#), [Wolves Valley](#), [Play4Fun](#)(TW), [Nexplay](#)(PH), [9GAG](#)(HK), [Tier One](#)(JP), and more..
- Organized hands-on event (PlayStation 5) for AEW: Fight Forever with [New Taiwan Entertainment Wrestling](#)
- Engaged with Key Media Outlet [Wanuxi](#), [GameBraves](#) (MY) & [Thai Game Wiki](#) (TH) for back catalog (DarkSiders series) to raise brand awareness
- **(EARNED)** Direct engage with Indonesia content creator with title got Bahasa Indonesian localized [The Kampung Nerd](#), [Take One](#), [anak tua](#), [Rizky Nugraha](#)
- Enhance the expansion of revenue by highlighting the upcoming DLC through media channels and specifically chosen content creators. (Way of the Hunter & Destroy all Humans 2! Reprobed)
- Localized press release in Traditional Chinese, Thai and Bahasa Indonesia
- Strong Relationship with Platform owner (PlayStation) & Video Live stream (Twitch SG)

**Cause of Departure:** Company restructuring

## 2021 – 2022

### BLUEAIR LIMITED

2021 Feb – 2022 Feb

Senior Regional Sales Manager (Hong Kong)

Responsible for growing sales, profit and market share in APAC countries.

- Manage Japan, Korea, Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines markets via local distributors.
- With 3 direct reports fulfilling sales operation, local marketing penetration campaign, product training, in-store merchandizing.
- Achieved 50% sales revenue growth from 2020 to 2021
- Expand department store penetration from 5 to 15 in Seoul (Lotte, Shinsegae & Hyundai) via distributor
- Engage regional E-commerce retailers (Amazon, Lazada & Shopee) and local E-commerce retailers (Thailand – NocNoc, Indonesia – Tokopedia)

**Cause of Departure:** Regaining the opportunity in the gaming industry and startup for Southeast Asia operations

## 2018 – 2021

### UBISOFT LIMITED

2020 Jan – 2021 Jan

Senior Regional Sales Manager (Digital & Physical Sales) (Hong Kong)

2018 Nov – 2019 Dec

Senior Regional Sales Manager (Package Sales) (Hong Kong)

Responsible for console digital and physical sales, Pricing setup, package production, warehousing and logistic for Southeast Asia, Hong Kong & Taiwan (R.O.C.)

- Manage Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines markets via distributors.
- With 1 direct report fulfilling sales operation, package production, logistic and warehousing
- Successfully launched 12 titles and generated sales revenue value (~15 million USD) for Day 1 order
- Direct operate E-commerce store (Shopee) to sell the merchandizing product in Southeast Asia
- Utilize Taiwan (R.O.C.) distributor to offer merchandise product on Bahamut.com
- Seamless communication with the publishing team in Japan to guarantee that production is ready 2.5 weeks before the release
- Launch Pre-order campaign together with marketing team
- Monitor sell-in and sell thru data from distributor to make sure stock turnover is healthy

**Cause of Departure:** Company restructuring and moving Asia hub away from Hong Kong

**2016 – 2018**

**NEW ERA CAP ASIA PACIFIC LIMITED**

2016 Aug – 2018 May                      Regional Sales Manager (Hong Kong)

Responsible for growing sales, retail operation, 3<sup>rd</sup> party collaboration in APAC countries. (Exclude Japan & Korea)

- Manage Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, Philippines markets via local distributors.

Expand the news distribution market in Vietnam and Cambodia

- With 1 direct report fulfilling sales operation and distributor management
- Achieved 32% growth of annual sales from 2016 to 2017
- Negotiated and opened 20+ POS and 3 single-brand shops with Thailand distributor in 2017, achieved sales revenue 3 million USD in 1st year operations
- Switched Taiwan distributor from a traditional partner to Starlike
- Create 3<sup>rd</sup> party collaboration with PlayStation Southeast Asia and sold 2K units of headwear and apparel

**Cause of Departure:** Regaining the opportunity in the gaming industry

**2016 – 2016**

**DYSON SINGAPORE PTE LTD**

2016 Feb – 2016 Aug                      Business Development Manager (Hong Kong)

Responsible for brick-and-mortar, new channel development, product launch in North Asia countries.

- Manage Taiwan, Hong Kong, South Korea via local distributors.
- Manage a team of 20 promoters in Hong Kong for in-store promoter program in 3C Store
- Develop brand preference by product training and offline demo stores
- Successfully launch new hair care product (Supersonic) in Hong Kong, Taiwan & South Korea
- Sold 3K units of hair care product (Supersonic) first launch in South Korea

**Cause of Departure:** Limited scope for regional career growth

**2011 – 2015**

**SONY COMPUTER ENTERTAINMENT HONG KONG LIMITED**

2015 Jan – 2015 Dec                      Head of Area Management (Singapore)

2013 Jul – 2014 Dec                      Assistant Manager (Singapore)

Responsible for brand building, user experience, distributor management, channel development for PlayStation console & 1<sup>st</sup> party and 2<sup>nd</sup> party software sales in Southeast Asia

- Manage Singapore, Malaysia, Thailand, Indonesia, Philippines via local distributors.
- Supervise six direct local reports across Singapore, Malaysia, Thailand, Indonesia, and the Philippines for local marketing expansion and growth.
- Sold more than 60 titles from 1<sup>st</sup> and 2<sup>nd</sup> party titles
- Attain 200% growth in PlayStation 4 software sales by distributing software to distinct local distributors
- Achieved revenue growth from 6 million USD to 18 million USD
- Initial PlayStation Authorized Dealer (PAD) program to recruit retailer focus selling PlayStation product and sponsor store renovation. Successfully recruit 30 retail stores across Southeast Asia to participate PAD program
- Setup PlayStation 4 trial stand in selected PAD to increase the brand awareness and user experience
- Effective pre-order campaign to lock user for purchasing Asia version software
- Organize hands on event for The Last of US, God of War, Killzone, Destiny, Bloodborne in Southeast Asia
- Significant achievement by cooperating with telecom (Singtel) hit 1.63 million USD revenue

- Explored new channels such as chain stores like Challenger (SG), Best Denki (SG), Best Denki (IND), Toy Kingdom (PH), Toys” R” Us (PH), Power Mall (TH),.Life (TH) to capture family users

2012 Apr – 2013 Jun                      Senior Officer (Hong Kong)

2011 Apr – 2012 Mar                      Officer (Hong Kong)

Responsible for distributor management, product training, market research for PlayStation in Hong Kong & Southeast Asia

- Manage Hong Kong & Southeast via local distributors.
- Market research for distribution landscape for Southeast Asia capital city
- Organize monthly title seminar to demonstrate and explain upcoming 1<sup>st</sup> party and 2<sup>nd</sup> party titles to drive pre-order
- Monitor retailer sell-thru, inventory and store renovation to outstand the present of PlayStation

**Cause of Departure:** Transitioned my status from expat to local, resulting in a 30% reduction in compensation.

## **2007 – 2011                      CANON HONG KONG LIMITED**

2007 Apr – 2011 Mar                      Regional Marketing Officer (Hong Kong & Taiwan (R.O.C.)

## **2006 – 2007                      BIGBOXX.COM LTD**

2006 Jun – 2007 Apr                      Account Manager (Hong Kong)

## **2005 – 2006                      IMATION HONG KONG LIMITED**

2005 Sep – 2006 Jun                      Sales Specialist, Data Storage & Information (Hong Kong)

## **EDUCATION**

### **BACHELOR OF ARTS, Business Administration (2007)**

University of Management & Technology

### **ASSOCIATE OF SCIENCE, Computer Studies (2005)**

City University of Hong Kong

## **TECHNICAL PROFICIENCIES**

Excel, Word, OneNote, Outlook, Teams, Zoom, PowerPoint/Keynote, Photoshop, Video Creation

Language: Chinese (Written and spoken – Mandarin, Cantonese), English (Written & spoken)