**Edward Foo Ming Fa**



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Singapore Citizen, Birth date: 9th January 1985

Languages spoken: English, Mandarin

# Key Skills

New Business Development, Software Sales, SaaS, Key Account Management, Stakeholder Management, Lead generation, Financial Derivative Products and Trading, Media and Advertisement Sales, Channel Management, Marketing, Events Management, Product Management.

# Career Highlights

* Increased revenue by 30%, from 12 million to 16 million, through successful expansion of distribution channel, new accounts and successful implementation of sales strategy to increase revenue and market share. Demonstrated strong acumen in business development and sales.
* Increase monthly new accounts acquired from 160 to 300, representing a total of 3600 new accounts over 12 months, increasing total customer base by 10%. Achieved through explanation of services and demonstration of products via meetings and seminars. This attest to my ability to communicate product value to client effectively, driving the sales front to close deals.
* Successful delivery of fully filled training seminars/workshops, increasing frequency from 1-2 times per month, to 8 times per month. This was enabled through a consistent effort to represent the company to speak at major conferences conference (SIAS Investment week and InvestFair), and winning the best FX Education award by Investment Trends.
* Achieved US$350,000 revenue over 8 months, exceeded quarterly targets by 29% and 31% through consultative, solution selling approach, winning new major accounts and bigger contracts, converting dormant customers and achieving recurring sale. Demonstrated professionalism and salesmanship when engaging decision makers, resulting to good business relation and repeat sales.

# Professional Experiences

**Ascent Fortune Management Pte Ltd (Proprietary Trading Firm) Mar’16 – Nov’16**

Proprietary Trader

* Speculative trading of leveraged FX spot market manually and using algorithm, managing given trading account, exercising sound risk management while trading for profits.
* Trading with Software of MT4 and programming using MQL4.

**Neo & Partners Global Pte Ltd (Low latency and Co-Lo Trading consultancy firm) Sept’15 – Mar’16**

Deputy Director, Business Development

* Develop business for trading co-location setup in various exchanges as well as rental of Trading-Atrium facility. Clients are Buy-Side trading firms including proprietary trading firms, family offices, hedge funds and money managers.
* Frequent engagements with Exchanges, Liquidity Providers, Brokerages, Technology, Software and Data vendors. Covered areas of Network, Servers, Enterprise Trading Software and Co-location requirements for high speed trading environment.

**Monster Worldwide Limited, Monster.com.sg (Job Portal)** **Feb’14 – Dec’14**

Business Development Manager

* Hybrid role of hunter and account manager, selling of enterprise software (SaaS) and media solutions.
* Exceeded given targets for 2 consecutive quarters by 29% and 31% respectively from start of running and constantly achieving targets without being given prior accounts or leads.
* Brought in contracts with new major accounts such as KPMG, Marina Bay Sands, Panasonic, Marche, YuuZoo Corp, Certis Cisco, Ce La Vi Thomson Medical Group, Aviva and many others.

**Rising Capital Academy Pte Ltd (Education provider on trading and investing) Apr’13 – Aug’15**

Business Owner – Sales and Training

* Outsourced service provider to brokerages and banks to provide training and education on FX and trading to their customers. Engaging and servicing corporates and retail customers, conduct trading education or investment related courses via seminar or private coaching.
* Optimizing bottom line revenue, balancing venue cost against number of number of paying customers.

**CIMB Securities Pte Ltd (Equity/CFD Brokerage Firm) Sept’12 – Aug’13**

AVP – Segment Management & Trading Education

* Managing P&L of Segment Management portfolio consisting of sales and education, leading a team of 8 sales dealers. Achieved approximately $350,000 revenue in brokerage commissions in first 6 months.
* Develop business by growing distribution channel, conducting sales and account acquisition seminars. Campaigns and event created growth organically, converted 8% (approximately 200 of dormant client to active and generated 250 referral new sign ups. Increased new customer base by 450 accounts over 6 months.
* Performed Online Trading Software demonstrations and workshops internally and to clients.

**CMC Markets Singapore (Online FX/CFD Brokerage Firm) Apr’11 – Sept’12**

Business Consultant, Sales and Training

* Generate trading volume in B2B and B2C accounts by conducting and marketing of Online Trading Software through demonstrations and workshops in Singapore, Malaysia, Hong Kong and China region. Initiated and lead in sales strategy which increased market share and trading volume.
* Lead the education desk, created materials for presentation and seminars. Provide market and economic calendar updates, commentaries and trade recommendations. Representative speaker for seminars and major conferences.
* Acquire business partners to develop sales distribution channel, involving negotiation of terms.

# Professional Certifications

CMFAS 1A,5,6/6A,8,9,9A,HI 2009 to 2016

# Education Completed:

Bachelor of Business - RMIT University 2009

Diploma in Business Administration - Temasek Polytechnic 2005

# Personal

Represented Singapore for World under 21 Snooker Championship

Bowling, participated at national club level tournaments

Basketball team captain for secondary school