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## **BIO DATA**

Birth Date: 27/02/1981

Religion: None

Race: Chinese

Nationality: Malaysian with Work Permit and Business Visa in Thailand

## **LANGUAGES**

English, Bahasa Malaysia, Simple Cantonese, Simple Japanese and Average Thai.

## **EDUCATION**

**Bachelor of Information Systems, 2004**

Monash University, Melbourne, Australia

**Higher Diploma in Software Engineering, 2001**

Asia Pacific Institute of Information Technology, Kuala Lumpur, Malaysia

**Diploma in Information Technology, 2000**

Asia Pacific Institute of Information Technology, Damansara Heights, Malaysia

**Sijil Pelajaran Malaysia (High School Certificate), 1998**

Sri Kuala Lumpur Secondary School, Subang Jaya, Malaysia

## **INTEREST AND SKILLS**

- Active golf player with handicap of 15
- Weekly Futsal player with similar industry peers

## WORK EXPERIENCE

**GM**, Innity Digital Media (TH), 4<sup>th</sup> Feb 2015 - Current

- Responsible for the revenues and margins emanating from the territory/country in ad network, programmatic and microsite production sales
- Lead a team of 4 Account Managers and Operation Team
- Responsible for general administration of the office
- Initiate, develop and maintain executive level relationships and drive sales activities with key customers
- Develop plans and strategies for developing the business and achieving the company's sales goals
- Identify sales team structure, hire, develop and conduct sales training for sales staff
- Work with the Regional Director to develop annual sales strategies with a quarterly regional meeting follow up. This includes accomplishments for the quarter, sales forecast, opportunities in current sales performance, sales pipeline, threat and competitors, key direct and agency strategies and key tasks for the next Quarter
- Coordinate sales forecasting, planning, and budgeting processes used within the sales organization including regular updates to quotas, headcount, and sales plans
- Develop quarterly sales commentary report for Regional Director – including analysis of sales activity, pipeline, wins, losses, road blocks and progress by team members
- Work closely with the Regional Director and Business Development to establish successful support, channel and partner programs
- Conduct workshops activities for major media agencies on ad tech, marketing tech and content tech
- Create media plans and strategies for key agencies
- Pitch against other media vendors and media agencies to win key direct accounts
- Create decks to facilitate training, presentations and proposals for sales team and clients

**Client Servicing Director**, Nuffnang Thailand, 1<sup>st</sup> March 2014 – 1<sup>st</sup> Feb 2015

- Identify key sales and service issues related to the business
- Present to new and existing clients on key marketing strategies and mechanics to deliver content marketing goals & KPI
- Entertain and build key relationships with C-suite partners in agencies
- Provide support and insights to key stakeholders within the business to help them develop solutions and sales strategies
- Work with a team of 20 people

**Managing Partner**, BeautyNista & Partners (TH) Co. Ltd, 28<sup>th</sup> February 2012 – July 30, 2013

- Identified and acquire beauty product suppliers to sell in store
- Build and train team of retail assistants
- Manage day to day financial operations
- Conducted marketing activities to generate foot traffic to store
- Develop key insights in the beauty industry and identify the different personas to develop key sales strategies for retail assistants
- Worked with a team of 4 People

**Travel Break**, 1<sup>st</sup> May 2009 – 28<sup>th</sup> February 2012

- Traveled to Major cities within Thailand, Singapore, Indonesia, Laos, Cambodia, Philippines, Myanmar, Vietnam, China, Hong Kong, Australia and New Zealand

**CEO**, Topland Discovery Travel & Tours Sdn Bhd, 1st April 2008 - 1st April 2009

- Identify and acquire travel operator suppliers to sell in agency
- Build and train a travel sales team
- Conduct marketing activities to generate foot traffic to store
- Attended networking events and meetings to identify and develop high net worth customers
- Market research on travel industry's competitors and market trends to develop sales strategies
- Maintain cash flow and profitability of the company
- Report to shareholders
- Worked with team of 5 People

**Business Manager**, Mega Leap Property Development Co. Ltd., 18 August 2007 - 1st April 2008

- To develop and present key insights regarding the property and financial industry
- To provide key value investments that are in line with company overall financial goals and strategies
- To identify key partners and suppliers for the business
- To develop and identify relationships with high net worth individuals to sell the companies products
- Report to CEO

**Account Executive**, Strass Outdoor Media Sdn Bhd, 18 February 2007 - 18 August 2007

- To present and educate media buyers and marketing executives on the types of media advertising space available and the returns of investment associated with purchasing media space at specific locations
- Maintained and renewed contracts of media space with current clientele
- To cold call and source new advertising agencies and multi national companies to provide media advertising solutions
- Perform weekly sales and promotion presentations to CEO
- Submit weekly, monthly and yearly sales projections and achievements
- Executed sales promotions and loyalty programs
- In charge of coordinating the customer's digital artwork to the printing process and until the installation to the media space
- Worked with a team of 10 people

**Account Executive**, Jardine OneSolution(2001) Sdn Bhd, 18 August 2006 – 18 February 2007

- To maintain and continue servicing existing IT resellers and system integrators in the IT industry.
- To reactivate non-active IT resellers and system integrators in the IT industry.
- Main responsibilities include meetings with customers, generate quotations, proposals and tenders for IT resellers and system integrators.
- Other responsibilities include reporting market intelligence and competitor analysis through different weekly, bi-weekly and monthly reports.
- Work constantly with product managers from all the company's 8 different IT categories of products to generate hardware and software solutions and specifications.
- Report directly to Sales Manager.
- Worked with a team of 10 people

**Account Executive**, Basis Bay Sdn Bhd, 18 August 2005 – 18 July 2006

- To develop new accounts and maintain existing customers in the banking, hypermarkets, F&B and insurance industries.
- Main responsibilities are to Conducted Meetings, Presentations, Events and Site visitations.
- Other responsibilities include generating costing, quotations and proposals for organizations.
- Performed Market Intelligence by liaising with distribution arm, competitors and internal sales staff.
- Worked with Solution Architects, Consultants, Engineers, Distribution, Logistics and International Traders.
- Report directly to CEO and Sales Director.
- Worked with a team of 20 people

**DIGITAL ADVERTISING INDUSTRY EVENTS ATTENDED**

- **FOCAL**, Event Sponsor 2014, 2016
- **Digital Advertising Association of Thailand Day**, Attendee 2015
- **Digital Agency Summit**, Event Sponsor 2016
- **Ad Fest**, Attendee 2015