

# William Twining

CEO at JB MONSTER (We are hiring!)

btwining@gmail.com

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## Summary

Bill is a digital and e-commerce veteran in Southeast Asia, having positions in Sales, Operations, and General Management of scaling e-commerce businesses in the region. The one undeniable fact is that there is a gap in the human capital to drive growth of new to relatively mature internet businesses. For successful ventures the task is to scale aggressively with strong talent. Both options involve the ability to identify and acquire talent from local and international levels. JB Monster provides a solution to this challenge from a regional scope. Scaling a digital business depends on how fast you can hire quality talent. Social recruitment is the best solution for getting the right people into your organization ready to hit the ground running. Focus is on mid to senior level professionals within all departments: IT, Development, Software, Engineers, Business Development, Merchandise, Operations, Pricing/Planning, Marketing/Advertising, Finance/Accounting, Human Resources, and Executive Management. Finding the right talent is the difference in SE Asia, JB is here to solve the issue. Specialties: E-Commerce, Marketing & Advertising, Asia Sales, Malaysia, Philippines, Singapore markets, Cultural Management, Food & Beverage, Hotel, Entertainment, Market Penetration, Sales, Market Analysis, Trending, People Skills, Feasibility, Program Design, and Implementation.

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## Experience

### **Founding Team and CEO at JB MONSTER**

July 2015 - Present (6 months)

JB Monster is a Southeast Asia company, headquartered in Singapore, has a mission to retain the best mid-senior level digital talent in the region for its clients. With a boutique focus, JB will work with its clients to identify the key positions of importance to drive the business growth then execute a focused search to qualify, interview and retain the individuals to client. Growth stages of internet and internet service related companies in SE Asia: i. Titan international company. Key executive and senior placements to execute global business objectives in market. ii. Mature regional company. Optimizing current departments with development of additional business units. iii. Proven company. Traction achieved with business scaling in multiple markets in the region, needing heads of departments to execute go to market strategy in short period of time. iv. Domestic company. Initial traction achieved growth in domestic market is building and will be looking at regional expansion in next 12-18 months. v. International start-up company. Single/Multiple markets to test with proven international business model, before scaling regionally. Looking for strong senior and middle management teams to create company culture and execute on phase 1 growth. vi. Domestic start-up. Key foundation team members to build growth. Depending on the focused needs of the client, the search may be domestic, regional or international in its nature. For JB clients the most important

thing is to clearly identify the position of need, then be relentless in finding that person to execute and enable the company's success.

### **Founding Team and Head of Operations at CDiscount Thailand**

April 2014 - June 2015 (1 year 3 months)

Cdiscount Thailand is part of CNova, one of the largest global E-commerce companies covering geographies of 450 million people and annual gross merchandise volume of U\$4.9 billion. Cdiscount is an online department store that accommodates to all lifestyle types with its wide selection of products including the latest and most popular electronics, IT, computers, home-appliances and entertainment, and all guaranteed at the best price. We also include fashion, watches, jewels and other trendy items in women's and men's lifestyle. For those invested into how they look, we also offer beauty products at attractive prices. Lastly, we offer baby and mommy products via our website with 24 hour online service. As head of operations for Cdiscount Thailand I oversee the business units for marketplace, supply chain, logistics, special project partnerships with Big C Supercenter, production, media and customer service. At Cdiscount our mission is to build the largest and most profitable e-commerce and digital services for retailers in Southeast Asia.

### **Head of Operations - E-Commerce at Big C Supercenter**

April 2014 - June 2015 (1 year 3 months)

### **Director of Sales at LivingSocial**

April 2012 - April 2014 (2 years 1 month)

LivingSocial is the local marketplace to buy and share the best things to do in your city and beyond. With unique and diverse offerings each day, we inspire members to discover everything from weekend excursions to one-of-a kind events and experiences to exclusive gourmet dinners to seasonal family outings and more.

Bill is responsible for the overall sales and revenue generation for the local market within Livingsocial. 35 head count and targets of 700K monthly. Direct involvement of sales and operations decision making including payment and finance strategy, profitability, growth and marketing.

### **COO at Sidekiiks Outsourcing Solutions Inc.**

July 2010 - December 2011 (1 year 6 months)

- Led a 40 employee office and collaborated with division managers from (HR, Legal, Accounting, Operations and Sales) for operational functioning of company.
- Managed the P&L of the company from conceptualization through to change-over of ownership, totalling \$350,000 in receivables.
- Led the implementation of Drishti-Soft CMS software to reduce hours and increase accuracy and efficiency; Coordinated the integration within five departments; Developed an execution plan and managed the complex workflow transformation; Identified software latencies and initiated solutions; Transferred knowledge as the subject matter expert by mentoring managers, developing work instructions, and facilitating training sessions.
- Conducted negotiations with local authorities within Department of Labor, National Labor Relations Council, Bureau of Internal Revenue, and City Authorities on a number of internal issues.
- Secured strong personal network in Manila.

**Partner at Via Global Network**

September 2008 - August 2010 (2 years)

- Strategy for Brazilian Soya producer entering SE Asian market. Mediated negotiations between client and top crushers in Malaysia, Indonesia, and Thailand.
- Logistics negotiations with third party vendors for leading Singaporean frozen foods company entering Brazil.
- Member of IE Singapore Advisory portal and speaker at Latin America events.
- Strategy for chief agricultural negotiator in Hong Kong for establishment of Canadian Bison sales into the SAR, with secured regional distributor.
- Strategy for Canadian internal combustion company with ADB in Manila for emission reduction grant funding available for installations in region.
- Generated over \$100,000 in gross contracts through advisory and consulting work.

**Manager - International Trade Services at Canada Export Centre**

January 2007 - September 2008 (1 year 9 months)

- Conducted brokerage activities with 220 Canadian exporting clients within NAFTA, Asia, Middle East, and Europe.
- Responsible for companies within fourteen industry sectors that produced over 10 million dollars worth of revenues for clients through various international partnerships.
- Managed team of seven International employees completing over 80 market research projects for clients of CXC.
- Hosted executive delegations from Mainland China, Saudi Arabia, Indonesia, and Brazil to promote Canadian industry.

**Young Professionals International - Team Leader China Project at Canadian Federal Government**

February 2006 - January 2007 (1 year)

- Led team of 10 Canadian young professionals with Business Research “Understanding Canadian Business Practice in PRC”
- Interviewed top business leaders in Shanghai and Beijing.

**Sales Executive at Ubertor.com**

September 2005 - May 2006 (9 months)

Sales Manager

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**Languages**

**English**

(Native or bilingual proficiency)

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**Skills & Expertise**

**Online Marketing**

**International Trade**

**Start-ups**

**CRM**

**Outsourcing**

**BPO**

**Mergers**

**E-commerce**

**Logistics Management**

**Customer Experience**

**IT Recruitment**  
**Daily Deals**  
**Online to Offline**  
**Management**  
**Business Development**  
**Business Strategy**  
**Negotiation**  
**Strategy**  
**Marketing Strategy**

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## Education

### **University of Calgary**

Bachelor's Degree, International Relations and Affairs - PR China Major, 2002 - 2006

Activities and Societies: China Club

### **University of Calgary**

Mandarin Chinese Student, Chinese Language, 2002 - 2006

### **University of Montreal**

Bachelor of Arts, International Relations, 2002 - 2002

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## Interests

When I am not working, I am an avid sports enthusiast both participating and as a spectator, following closely my North American sports. I like to keep up to speed on the global geo-political current events which shape everything, including client relationship management and sales. I'm born and raised in Vancouver, Canada and enjoy skiing in the winter and golf in the summer as hobbies, and since moving back to Asia in 2008 active lifestyle involves more summer activities than the latter. I enjoy working together with peers from different backgrounds to continue the development of a global perspective with regional tendencies, and finally I am a highly competitive person and use an abundant competition background to grow as a person and succeed with my employer.

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## 6 people have recommended William

"I have had the pleasure of working with Bill on many projects. Bill is dedicated, loyal, honest, and a good person to have on your team. He has a tremendous knowledge of logistics and managing supply chain in eCommerce industry. He has a key for handling the big picture vision of the enterprise, breaking it into tangible processes, and then deliver in excess of goal. I highly recommend him."

— **Nuttaporn Voonklinhom**, *Director, E-Commerce (Founding Team), CDiscount Thailand*, managed William indirectly at CDiscount Thailand

"Bill is a talented and hands on leader able to execute strategy in a quick and efficient manner. Facts speak better than words: he was the one who built the largest integrated pick up at store in Thailand for Cdiscount; he was the first one who built the best customer experience with same day delivery in Greater Bangkok. On top of his ability to execute on strategy, Bill is an amazing team leader with proven ability to driven teams through positive inspiration."

— **Jérémy Fichet**, *Founder And Managing Director Thailand, Cdiscount*, managed William at CDiscount Thailand

"I had the pleasure of working with Bill for over a year now at the Cdiscount collaboratively. Bill's ability to juggle multiple hardcore pioneering projects was unlike any I've seen before and made a dramatic difference in the productivity level of his team. He would always go the extra mile to make anything stuck to work, and work superbly well. A very rare find top notch Head of Ops especially in tough Southeast Asia's startup/digital field!! "

— **Juliette Gimenez**, *Founding Team & Chief Revenue Officer, Cdiscount Thailand*, managed William indirectly at CDiscount Thailand

"Bill is a great professional to work with. Having wide experience in sales and operations he is growing his skills rapidly. A positive team player, hungry for success strategist who is ready to get his hands dirty. He can be a great asset for any eCommerce venture with aggressive vision for the future."

— **Boyan Stoyanov**, *Key Account Manager, LivingSocial*, worked directly with William at LivingSocial

"I have had the opportunity to work with Bill for the last two years. Bill has a distinct passion for supplying the foundation building blocks for companies internationalization strategies. I have seen time and time again Bill work with SME's to put them in front of their target audience in a region of Southeast Asia where they had no prior connection. I believe that Bill has adapted well to what the international market has demanded of him and VGN as a company, and the new Pathfinder Program is going to be a great mechanism for supporting foreign enterprise development within ASEAN's countries. Bill is a terrific guy, who is extremely approachable and someone I look forward to being involved with both in a business sense and personal sense for the rest of my life."

— **Fernando Tavares Manzione**, was with another company when working with William at Via Global Network

"To whom it may concern, Bill Twining was a Trade Services Manager at Canada Export Centre (CEC) from January 2007 to August 2008. He was a valued member of the Canada Export Centre staff and contributed to the growth of the Canada Export Centre. His duties involved qualifying and matchmaking International trade opportunities on behalf of our 225 member companies. Bill's team was responsible for companies within fourteen industry sectors that produced over 10 million dollars worth of revenues for clients through various international partnerships. Bill was vital in the proactive work that CEC completed for clients into markets such as: China, Japan, Korea, South-East Asia, Russia, UAE, Saudi Arabia, Mexico, United States, United Kingdom, Sweden, and Norway. I would recommend Bill to any Asian or Multinational company that is looking for a hard-working, passionate, highly skilled individual, who works well in a team and as a leader. I would speak on Bills behalf to anyone interested in a reference Michael Lyons President Canada Export Centre"

— **Michael Lyons**, managed William at Canada Export Centre

[Contact William on LinkedIn](#)