

JC Chen

Head of Sales and Marketing

– Maximizing Revenue, while achieving company growth, margin improvement and dampening costs –

A young passionate leader with the ability to drive performance and ensure clear objectives are delivered and executed. His experience as CEO/CFO/ Head of BD/ Sales Director gives him a well-rounded experience to deliver growth and at the same time overseeing financial targets are met. Right now he is looking for an opportunity for an ambitious business that wants to grow.

Core Competencies:

Multi-Site Operations	Profit & Loss (P&L) Management	Revenue Growth
Sales & Marketing Management	Margin Improvement	Cost Containment
New Business Development	Financial Management	Turnaround Leadership

Professional Experience

Chief Executive Officer / Head of Sales and Marketing **JAYMART MYANMAR Yangon, Myanmar**

July 2015 – Jan 2016

- Increase revenue by 30% within 3 months through restructuring sales team and increasing shop by shop performance to increase efficiency.
- Directly oversee sales and marketing team, with focus on sales growth targets. Work closely with sales team to ensure they can achieve growth and adjust marketing support and strategy accordingly.
- Led a team of more than 130+ staff, focusing on setting up and executing company strategy and key performance indexes for all departments to ensure targets and expectations are met.
- Reduce expense by over 10% through painful cost cutting measures to ensure higher profitability.
- Grow the Jaymart brand to more than 23 shops within 2 years and achieving revenues of USD 900,000 within the first 15 months of operations with 21.5x sales growth from first month revenues.
- Build up the Jaymart presence in Myanmar as the “number 1 mobile retailer”, especially through social media, with over 42x growth in 6 months (4000 to 170,000 followers on Facebook)
- Directly negotiate and manage over 30+ suppliers, manufacturers, and also operators to obtain best price and build up relationship.
- Monitor and match achievement rates for cash flow, budget and also P&L targets.

Head of Business Development / Chief Financial Officer **JAYMART MYANMAR Yangon, Myanmar**

June 2013 – July 2015

- Plan and manage cash flow and allocation of investment.
- Monthly budget control through detail cost analysis breakdown and in depth profit analysis for maximizing gross profit.
- Set and manage monthly, quarterly, and yearly financial forecast and budgets.
- Monitor and manage exchange rate to hedge exchange rate fluctuations due to importing of products.
- Initiate conversations with new potential partners and discuss cooperation to help grow Jaymart business.
- Set expansion strategy through location survey and primary negotiator for all potential retail locations.
- Devise business strategy to improve margins by COGS analysis.

Sales Director & Financial Director**Hello! By MK (MK Electronics Co., Ltd) Yangon, Myanmar****Oct 2012-June 2013**

- Opened 4 shops in 6 months under brand “Hello! By MK” along with future expansion planning by location scouting and multiple market visits.
- Implemented, train and help build up sales team with implementation of new compensation system.
- Manage monthly sales target along with setting sales strategy to compete with competitors.
- Market survey and in depth competitor analysis for business strategy and market penetration.
- Approach key accounts
- Manage cash flow, financial forecasts and monthly P&L analysis.

Account Manager for Israel/Turkey.**ADVANTECH CO. LTD Taipei, Taiwan****Jul 2011- Oct 2012**

- Manage key accounts with up to more than 100 on going potential projects at the same time.
- Work with different distributor to approach new customers and funnel prospective projects.
- Listening and understanding key customer specifications and finding the right solution for customer through over 4,000 products.
- Directly negotiate with purchasers and key persons for all order completion requirements including payment, shipping, and other conditions.
- Assisting customer in technology requirements by facilitating communication between our engineers and their needs.

Channel Sales, Handheld Products**ASUSTEK COMPUTER Taipei, Taiwan****May 2010-Jun 2011**

- In charge of the 3 largest IT mobile dealers and virtual channel retailers accounting for 20% of territorial market share.
- Oversee sales support for customers and focus on customer relationship development.
- Act as smart-phone advisor to customers by providing market trends, competitor analysis, complete product training, and customizing the right sellout incentive programs for dealers.

Education**NATIONAL CHUNG SHAN UNIVERSITY, College of Computing Kao Hsiung, Taiwan****2003-2007****Double Major, Bachelor of Computer Science & Business Administration****RUAMRUDEE INTERNATIONAL SCHOOL, Bangkok, Thailand****Class of 2003**

- International Baccalaureate Diploma Program (Grades 9-12)
- Member of Interact Rotary Club Thailand and Varsity Basketball team

Certificate and Skills**APPLIED MATERIALS 5th SILICON VALLEY COMPETITION Taipei, Taiwan*****1st place winner – Team leader******Aug 2008-Oct 2008***

- Chosen out of 300 candidates to participate in Applied Material’s annual silicon valley competition.
- Required to select the next “Google” in Semiconductor or Solar Industry and present an investment proposal. Cooperated with my team members to leverage our knowledge on business and IT industry.
- Lead my team to 1st place by analyzing and designing a 5 year winning investment strategy on Nanosolar.

LANGUAGE SKILLS:

- Fluent in English and Chinese
- Capable of speaking and listening to Thai at an above average level.

INTERESTS:

- Avid sports enthusiast: basketball, golf, pool& baseball. Music, reading, computer games, IT, fashion, movies.