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An impact-builder and result-driven ASEAN / APAC marketing professional with over 15 years' experience as a team leader and individual contributor in B2B IT/SaaS spanning vendors, distributors, and resellers across SMB and enterprise solutions for multiple industries. Strong in translating business and stakeholders' needs into localized actionable strategies and optimised deliverables, recognized with awards and a proven track record building scalable, data-driven processes, partnering closely with sales/SDRs and alliances, and driving 15 - 40% YoY pipeline and revenue growth through multi-channel programs.

Skilled in designing, localizing, and executing full-funnel demand generation strategies across inbound, outbound, partner and field marketing, including ABM, paid social & media, webinars & events, always-on digital and nurture campaigns. Coupled with deep knowledge of APAC's diverse business environment and a growth mindset, I am motivated to drive relevant marketing practice into a strategic, data-driven engine that improves outcomes and accelerates revenue.

Availability: Immediate (Re-org due to M&A)

Working Experience & Achievements

KX : Database & Analytics SaaS for AI & Fintech, HQ in US & UK

Senior Field Marketing Manager (May 2024 - Sep 2025)

- Developed the APJ marketing practice, aligned GTM strategies with stakeholders and localised for market relevance across **Singapore, Hong Kong, Australia, and Japan**
- Owned region's marketing performance metrics, QBRs, budget and drove integrated marketing programs with sponsored/hosted events, webinars, digital campaigns, partner initiatives, customer stories, to optimize pipeline growth, executive engagement, lead generation, and awareness
- Designed data-driven ABM and demand generation programs, **leverage AI** for ICPs intelligence, messaging, improving lead-gen quality, accelerating funnel conversion
- Formulated performance reporting, attribution, and budget governance frameworks that align with global Ops, Content, ABM, and Digital Sales teams, ensuring coordinated execution and measurable outcomes across APJ
- **Achieved** YoY 6x increase in activities, 40% uplift in pipeline generation, Maximized yield of 15x ROI within six months by implementing a robust event and metric-tracking strategy; **Recognized** with the Q3 Marketer of the Quarter Award

OutSystems : Appdev / Low-code PaaS (hypergrowth unicorn) HQ in US, Portugal, Singapore

Senior Partner & Channel Marketing Manager, APAC (2022 - May 2024)

- Expanded previous contributions to lead in this focused role in Asia / APAC partner and channel marketing strategy, collaborating with regional and cross-functional teams and external agencies to execute integrated GTM, ABX, and demand generation programs across **11 markets** including **SEA, ANZ, India, Greater China and North Asia**
- Drove large-scale events to grow partner/channel ecosystem, support including partner-led markets in partner recruitment, enablement, joint events/activities
- Crafted partner marketing playbooks and joint GTM plans with GSIs, ISVs, and cloud alliances (e.g AWS), Governed MDF allocation and establishing ROI-driven framework for "With," "Through," and "To" approaches that maximized partner-sourced and influenced pipeline

Senior Field Marketing Manager, SEA/APAC (2018 - May 2022) Promoted in 2020

- Led in aligning GTM and marketing strategies for **growth and new markets (Malaysia, Brunei, Indonesia, Thailand, Vietnam, Philippines, India etc)** with each country's direct sales and partners, including awareness, education, and demand-gen campaigns for ICP (C-suite, tech champions, developers community) vertical and use case specific approaches
- End-to-end ownership from successful execution to optimization full-funnel marketing engines, budget, program performance / metrics tracking and ROI measurement cross-functional collaboration across multiple stakeholders (corporate marketing & field divisions - sales, pre-sales, SDRs, CSMs, PSMs)
- Championed and integrate localized 360° marketing including customer advocacy, PR, content creation, digital and paid digital, events/webinars/workshops, joint partner engagement, ABM initiatives to accelerate funnel conversion

- **Spearheaded** versatile turnaround to results-oriented digital-first activities during COVID-19 (which was later adopted globally), ensuring continuity in marketing engagement and pipeline contributions
- **Helped mentor** and expand the APAC Field Marketing team from 2 to 8, improving capabilities and effectiveness, while introducing new partner/channel marketing structures through streamlined workflows and processes
- **Achieved** 15 - 40% Asia pipeline increase, strengthened partner ecosystems, team & cross-functional collaboration
- **Appraised** for successfully building a new partner/channel marketing framework and boosted partner-sourced pipeline across APAC; **Awarded** Global Top Performer (2021) and attained Forrester's B2B Marketing Foundation Certificate

Cloudearon Group / Pro-Datech Systems : *Saas Vendor / SI: Premier partner of VMWare, Dell/EMC, HPE, Nutanix, Veeam, Aruba, CyberArk etc*

Group Marketing Manager (2016 - 2018)

- Developed & implemented corporate marketing frameworks in collaboration with Group & subsidiaries CEOs; Pre & Post-IPO efforts: Reinforced strategic corporate image, GTM, positioning, investor communications and market visibility for VC funding & IPO listing
- Built Digital & Content Marketing practice - corporate profile, solution content, website, social media presence, optimize SEO, web traffic, inbound leads
- Co-created Business Analysis/Plan with Management team to optimise sales processes and workflows, enhancing efficiency and revenue potential
- Led regional partner and field marketing initiatives with major technology vendors, managing co-marketing budgets/MDF programs to maximize pipeline and brand visibility
- Led productization & joint business development of new SaaS and SI/MS offerings, Drove market share growth through strategic GTM planning, tactical execution
- **Contributed** to 20% revenue growth; **championed** a Workplace Learning Project for sales enablement and training; led sales consultancy and analysis initiatives with the Senior Leadership Team

Conversant Solutions : *CDN & OTT Vendor (Saas / Software)*

Marketing Manager, SEA (2015 - 2016)

- Defined regional marketing strategy and execution roadmap across ASEAN markets, aligning corporate and field-level priorities with Management team
- Developed corporate communications and strengthened product portfolio positioning to support IPO readiness, technology alliances, and sales channel engagement, created comprehensive marketing, sales, and partner content, toolkits, including knowledge bases and collateral libraries for field GTM and scalable programs
- Drove end-to-end business development for new SaaS offerings, from conceptualizing business plans to operational launch and execution across Asia

Career Break (Sep 2013 - Feb 2015) - Freelance Trainer (Pri-Sec Science, culture, lifeskills enrichment); Insurance Rep

Earlier Experience & Team leadership (2000 - 2013)

- Grew and mentored as HOD team lead roles for regional marketing teams in Telco (B2C), IT distribution, system integration/reseller (B2B) organisation
- Built customer (B2C) loyalty programs, demand generation, events, branding, advertising, product launch activities Led portfolio GTM marketing activities for Industrial Automation/ Engineering, Defense & Education solutions with overseas vendors, partner with government/stat bodies
- Championed corporate re-brand and re-engineering with SLT and consultant
- Gained market share for distributor portfolio for 3 BUs & 20+ vendors: Autodesk, Fortinet, Trend Micro, Storage Craft, Exabyte with direct & channel marketing, MDF allocation and tracking for resellers
- Consumer ATL & BTL direct marketing for sports retailer and academy

TME Systems – *Tech / Defence / Education distributor Marketing Manager, HOD team of 2*

Smart Telecommunications - *Telco Marketing Manager, HOD team of 3*

ACA Pacific Technology - *IT Distributor for AutoCAD, Security, Storage Marketing Manager; HOD team of 5 in 3 counties*

LANworks - *IT Systems Integrator / Reseller for Microsoft, IBM, Cisco, HP Marketing Manager; manage team of 2*

Pacific Technology - *IT Distributor for Security, Networking*

Marketing Competencies

Field & Demand-Gen / Campaign Marketing

Design & localize regional marketing mix playbook in respect to business nuances

Cross-functional collaboration to execute tactical GTM strategies across events, digital campaigns, ABM, lead and demand generation, solution bundling, and A&P initiatives

Achieve joint sales objectives and Pipeline targets, optimize campaign performance with measurable KPIs for QBRs

Partner & Channel Marketing

Manage relationships with GSIs, local partners, tech alliances, distributors, and resellers

Build partner tools, portals, workflows and cadence for joint business planning and MDF

Drive joint GTM solutioning, account mapping, ABM, sponsorships, and partner engagement/enableness communications

Corporate & Communications Marketing

Develop and execute regional and local marketing plans in collaboration with CEOs and stakeholders

Align business, GTM, and marketing objectives, including branding, positioning, value propositions, gap analysis, and budgeting

Lead PR, marcoms, and content libraries, customer case studies, and sales/partner enablement initiatives

Digital & Content / Product Marketing

Curate and syndicate content across the buyer journey and personas; manage websites, landing pages, eDMs, social media, media buys, SEO/SEM, analytics, and A/B testing

Create product value propositions and positioning, solution & use-case mapping, product lifecycle and launches

People & Department Leadership

Establish and lead marketing departments, define corporate and product positioning

Recruit, onboard, and mentor talent, build processes/workflows, align marketing with sales/stakeholders, and drive team performance

Represent the department in SLT meetings and oversee reporting to ensure strategic alignment and business impact

Marketing Performance Analytics

Data-driven metrics include (not limited to) ROI tracking, campaigns & attributions: CPL/CPA, new user/inbound leads acquisition, engaged leads, MQL, SQO and pipeline conversion analysis - attribution by direct generation, marketing influenced, partner-sourced & influenced, SOV, web traffic & goals/conversions

Education

- Professional Diploma in Digital Innovation, Lithan Academy (Nov 2025 - Mar 2026)
- Bachelor of Business Administration, Thames Valley University (UK))
- Graduate Diploma in Marketing, Chartered Institute of Marketing (UK)
- Diploma in Business Administration (Major in Marketing), Singapore Polytechnic

Skills

- Forrester (Sirius Decision) B2B Marketing Foundation
- AI Literacy (General/ for Marketing)
- Marketo, MailChimp, Qualtrics, Asana
- Salesforce
- Google Analytics, PowerBI
- Demandbase, Bombora
- Cvent, ON24 Webinar, Zoom Webinar, BrightTalk
- Photoshop, Canva
- Hypnotherapy
- Critical Thinking, Problem Solving
- Team Collaboration, Project Management
- Self-Management, High Ownership
- Business Acumen, Inter-functional Communications

Languages

- English (Fluent, Read/Write/Speak)
- Chinese (Fluent, Read/Write/Speak)
- Cantonese (Fluent, Read/Speak)

References

- Jeffrey Lim (Account Director, KX)
- Jeraldine Kon (Senior Director-Demand Gen APAC, OutSystems)