** Dawn Lum's Linkedin recommendations**



[Jonathan Mackintosh](https://www.linkedin.com/in/jonathanmackintosh/)

[B2B SAAS Demand Generation Leader | Organic Engineer | Dark Social Advocate | Real ROI Strategist](https://www.linkedin.com/in/jonathanmackintosh/)

[October 10, 2025, Jonathan managed Dawn directly](https://www.linkedin.com/in/jonathanmackintosh/)

I had the pleasure of working with Dawn during my time as VP of Demand Generation, where she served as our sole marketing representative in the APAC region. Dawn is an outstanding field marketing leader with a remarkable ability to navigate the complexities of diverse markets and cultures.

She consistently translated global go-to-market strategies into relevant and effective regional programs, executing them flawlessly despite the challenges of international coordination. Her expertise in driving campaigns, events, and ABM initiatives resulted in a steady and impactful pipeline, built through strong collaboration with sales leadership.

Dawn is strategic, proactive, and deeply committed to excellence. She’s a true asset to any organization, and I look forward to seeing her continued success.

[](https://www.linkedin.com/in/levineji/)

[Jennifer Levine](https://www.linkedin.com/in/levineji/)

[Marketing Leader: Scaling B2B SaaS Growth across EMEA | Architect of Sales-Aligned Pipeline, ABM, Ops and Events.](https://www.linkedin.com/in/levineji/)

[September 24, 2025, Jennifer worked with Dawn on the same team](https://www.linkedin.com/in/levineji/)

I had the pleasure of working with Dawn while she led APJ field marketing at KX and she is simply — outstanding.

She brings a rare combination of detail orientation, data-driven decision making, and creativity that makes every program she touches a success.

Dawn has deep expertise across the full spectrum of field marketing — from large-scale translation projects (like her time leading the Japan website creation at KX), to nuanced digital campaigns, partner programs with both global and local partners, as well as executive-level events, trade shows, and conferences.

She has a strong grasp of what makes Account Based Marketing effective, and knows how to translate that understanding into impactful programs that resonate with both sales teams, the global org and customers.

Dawn also knows how to drive strong connections across her field team (sales leader, account directors, SDRs, technical account managers, partners) to make each of her field programs a success — a skill that isn’t easy but she makes look effortless.

Beyond her impressive marketing expertise, Dawn is simply a joy to work with. She communicates clearly, collaborates seamlessly, and always brings a positive energy to the global team - even when she couldn’t be on the discussions live due to time zones.

I would jump at the chance to work with her again and any one would be lucky to have her skills in their org!

[Janet Chapman](https://www.linkedin.com/in/janetchu/)

[Empowering Marketers to make meaningful impact through Revenue Operations](https://www.linkedin.com/in/janetchu/)

[September 19, 2025, Janet was senior to Dawn but didn’t manage Dawn directly](https://www.linkedin.com/in/janetchu/)

I had the pleasure of working with Dawn, who led Field Marketing across the APAC region at KX. Covering such a broad and diverse geography was no small challenge, but she navigated it with strong local market knowledge and a consistently approachable style that made her a trusted partner across teams.

She built close relationships with regional sales leaders, ensuring marketing efforts were tightly aligned to business needs and tailored to the realities of each market. Her ability to balance strategic coverage with on-the-ground execution made her an invaluable business partner, and any organization would benefit from her expertise in regional field marketing.

[](https://www.linkedin.com/in/yutaro-naito-74b442115/)

[Yutaro Naito](https://www.linkedin.com/in/yutaro-naito-74b442115/)

[Big Data | Realtime Processing | Business Development](https://www.linkedin.com/in/yutaro-naito-74b442115/)

[September 12, 2025, Yutaro worked with Dawn but on different teams](https://www.linkedin.com/in/yutaro-naito-74b442115/)

Dawn was the professional marketer, but more importantly team player to accomplish the team's Goal. Even though we work in different regions and with different teams, we closely communicate about how companies can become successful by discussing Japan's marketing strategy.

I am very pleased to be working with her and she is a true professional. I hope our paths may cross again and wish her the best.

[](https://www.linkedin.com/in/jeraldinekonlimei/)

[Jeraldine Kon Li Mei](https://www.linkedin.com/in/jeraldinekonlimei/)

[A vivid advocate for Demand Generation through developing and implementing marketing strategies that generate leads and revenue for the business.](https://www.linkedin.com/in/jeraldinekonlimei/)

[February 21, 2025, Jeraldine managed Dawn directly](https://www.linkedin.com/in/jeraldinekonlimei/)

Dawn reported to me and worked closely with me at OutSystems from 2018 to 2024. She is an independent and passionate marketer who is objective-driven and possesses excellent team spirit. Working with her was truly a privilege.

Throughout our partnership, Dawn exhibited numerous essential qualities that fueled the growth of our business. Her strong analytical skills and strategic planning abilities distinguished her, and she consistently challenged the status quo, fostering valuable discussions that had a significant business impact. Stakeholders regularly recognized the vital role marketing played in OutSystems' success, and as the company expanded, so did Dawn's impressive portfolio.

In the ever-evolving landscape of marketing—especially during the tumultuous times of the COVID-19 pandemic—Dawn consistently rose to the occasion. She embraced challenges with a growth mindset, demonstrated resilience, and actively sought opportunities to learn. Her creativity was on full display with initiatives like APPVenture, an innovative webinar designed to raise business awareness during COVID-19, which successfully expanded to the entire Asia Pacific region.

When we had the chance to hire an Asia Pacific Partner Marketing Manager in 2022, Dawn expressed her genuine interest and presented a compelling marketing strategy focused on supporting our business goals. Her enthusiasm and proactive attitude left no doubt in my mind that she would excel. In her first six months, she dived deep into the partner business, streamlining processes and forging robust relationships with Partner Alliances Managers. She established effective cadences and processes for collaboration and took the initiative to create comprehensive playbooks for partners, implementing impactful marketing enablements across the region.

I am absolutely confident that Dawn will be an invaluable asset to any organization she chooses to join. Her extensive knowledge of the Asia Pacific region, combined with her strong, data-driven marketing skills, positions her as a true leader in her field.

[](https://www.linkedin.com/in/claratay/)

[Clara Tay](https://www.linkedin.com/in/claratay/)

[Regional B2B Tech Marketer](https://www.linkedin.com/in/claratay/)

[June 29, 2024, Clara worked with Dawn on the same team](https://www.linkedin.com/in/claratay/)

I had the pleasure of working with Dawn for two years. She is a result-oriented marketer who brings meticulous attention to detail to every project, demonstrating a strong passion for project management and marketing through her efficient and effective task handling. Dawn’s expertise in marketing strategy and execution is truly remarkable; she consistently drives results by identifying market trends and creating innovative campaigns.

Additionally, Dawn possesses exceptional communication skills, adeptly conveying complex ideas clearly and concisely. Her ability to collaborate effectively with sales teams ensures seamless alignment between marketing and sales strategies, resulting in shared success.

Dawn is known for her easy-going nature and is a pleasure to work with. I highly recommend Dawn if you seek a dedicated, detail-oriented marketing professional who excels in collaboration and delivers outstanding results.

[](https://www.linkedin.com/in/lau-benson/)

[Benson Lau](https://www.linkedin.com/in/lau-benson/)

[Partner, Channel and Alliance Sales Director @ Tricentis | MBA Ross](https://www.linkedin.com/in/lau-benson/)

[December 6, 2022, Benson worked with Dawn on the same team](https://www.linkedin.com/in/lau-benson/)

Dawn is someone who strives to understand the situation at hand, diving deep into what is the reason behind things to uncover the true potential of any marketing initiative. Certainly expressive and to the point that helps steer a conversation towards a positive outcome. Great working with her.



[Timothy Mak](https://www.linkedin.com/in/timothy-mak-1a009680/)

[Building strong partner ecosystem for APAC](https://www.linkedin.com/in/timothy-mak-1a009680/)

[September 6, 2021, Timothy worked with Dawn but on different teams](https://www.linkedin.com/in/timothy-mak-1a009680/)

Been working with Dawn for 4 years in OutSystems, she has always been going above and beyond in her responsibilities. Always enjoy the openness of our conversation in brainstorming for new ideas in support of the Channel initiatives. She is always willing to share her knowledge and experience to the team, Dawn is a strong Team player.

[](https://www.linkedin.com/in/sulistyani-wirawan-366622a1/)

[Sulistyani Wirawan](https://www.linkedin.com/in/sulistyani-wirawan-366622a1/)

[Director, APAC Business Development | Driving Growth with AI-Powered Low-Code at OutSystems](https://www.linkedin.com/in/sulistyani-wirawan-366622a1/)

[July 30, 2021, Sulistyani worked with Dawn but on different teams](https://www.linkedin.com/in/sulistyani-wirawan-366622a1/)

Dawn is an experienced Field Marketing Manager, who is passionate about her role, communicates effectively and openly to stakeholders, accountable, adaptable and a problem solver.

She pays attention to details, is very organised and understands the different values and business culture in different countries that she covers, considers various aspects from the field when planning and executing marketing activities.

I enjoyed working with Dawn and have learnt a lot not only in the subject of marketing in general, but also in depth in pipeline generation and business development. Dawn is strategic, proactive, has critical thinking and a sales mindset. I really appreciate her energy, teamwork and constructive feedback.

[](https://www.linkedin.com/in/karenstyres/)

[Karen Styres](https://www.linkedin.com/in/karenstyres/)

[Serial Entrepreneur / CMO / GTM expert](https://www.linkedin.com/in/karenstyres/)

[March 22, 2021, Karen managed Dawn directly](https://www.linkedin.com/in/karenstyres/)

Dawn was part of the OutSystems APAC Field Marketing team during the time I oversaw global Field and Customer Marketing for them. She joined just as her manager was heading out for maternity leave and with us literally a world apart - me in Atlanta, Dawn in Singapore - it was challenging for us to spend a lot of time together. Dawn jumped right in with both feet, connected well with the local APAC Sales and regional office teams, and got up to speed on our business immediately. Her solid marketing insight, flexibility in trying different things to determine best approaches and her strong organizational skills drove strong results on time and on budget. I could always count on Dawn to deliver what we needed and she's played a part the big success for the OutSystems APAC region. As a last but important point, Dawn is a team player through and through, and I always enjoyed working with her, even in stressful times.