| Lum Pui Ling, Dawn | <https://www.linkedin.com/in/dawnlum/> |
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| Citizenship : Singapore | [dawn\_lum@hotmail com](mailto:dawn_lum@hotmail.com)  +65-9873-3334 |
| Strategic marketing professional with over 20 years’ experience and strong knowledge in ASEAN and APJ nuance that drives high-impact growth programs for SaaS vendors and tech solutions. Proven track record in leading and mentoring regional teams to execute tailored 360° marketing and demand generation campaigns, achieving 15–40% YoY pipeline growth.  Skilled with use of AI and martech in developing and executing integrated multi-channel, digital and content, large-scale events, efficacy and data-driven full-funnel marketing aligned to stakeholders’ GTM objectives. Awarded in recognition for building scalable processes, delivering impactful strategies with cross-functional collaboration.  ***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 *[Marketing lead, APJ]* (May 2024 – Sep 2025)**

* Leveraging AI to help develop, localize and execute scalable end-to-end integrated marketing plans that are strongly aligned for market relevance across Singapore, Hong Kong, Australia, and Japan with geo and regional leaders
* Drove and optimized ICP / vertical-focused data-driven demand generation campaigns for measurable MQL and conversions through ABX, owned and sponsored events events, digital campaigns, and partner marketing initiatives for land / expand sales motions
* Established marketing frameworks and processes for cross-functional collaborations with Global Marketing Ops, Content and ABM to to align reporting, attribution, and deliver ROI
* **Achieved** YoY 6x increase in event activities, 40% uplift in pipeline generation, and 15x ROI within six months by implementing a robust event and metric-tracking strategy
* **Recognized** with the Q3 Marketer of the Quarter Award (Dec 2024) for outstanding performance

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

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

* Led APAC partner marketing strategies for ABX/GTM across SEA, ANZ, India, Greater China and North Asia (11 countries)
* Drive large-scale events to grow partner/channel ecosystem, support including partner-led markets in partner recruitment, enablement, joint events/activities
* Developed marketing playbooks and plans with Local Partners, Global SIs, and Tech Alliances (e g AWS), strengthening “With,” “Through,” and “To” approaches for partner-sourced /co-sell pipeline contributions
* Built and optimized partner/channel budgets and funding frameworks, ensuring efficient allocation and measurable ROI

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

* Led as strategic GTM business partner to each country's multiple stakeholders with cross-functional collaboration across corporate marketing and field divisions (PR, content, marketing Ops, digital campaigns, sales, pre-sales, SDRs, CSMs, PSMs) for data-driven GTM priorities alignment
* Owned, executed and optimized full-funnelled field and demand generation marketing and QBRs and reporting including awareness, education, and demand generation campaigns targeting C-suite, IT decision-makers, and developers, adopting vertical and use-case–specific approaches
* Championed 360° marketing including customer advocacy, PR, content creation, digital and paid syndication, partner engagement while localizing global and ABM initiatives to maximize regional impact and goals
* **Spearheaded** versatile turnaround to results-oriented digital-first activties during COVID-19 (which was later adopted globally), ensuring continuity in marketing engagement and measurable 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% SEA pipeline growth over 4 years, contributing to new markets expansion, stronger partner ecosystems, team & cross-functional collaboration and growth
* **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

**Cloudaron 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
* Conducted gap analyses with business consultants to co-create optimized sales processes and workflows, enhancing efficiency and revenue potential
* Executed joint marketing programs with key vendors and distributors to expand solution reach and partner engagement
* 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
* Developed corporate communications and strengthened product portfolio positioning to support IPO readiness, technology alliances, and sales channel engagement
* Drove end-to-end business development for new SaaS offerings, from conceptualizing business plans to operational launch and execution across Asia
* Created comprehensive marketing, sales, and partner content, toolkits, including knowledge bases and collateral libraries for field GTM and scalable programs

### **Other Experience in Sales & Marketing (1997 – 2014)**

**Smart Telecommunications** – *VoIP/IDD Telco provider*

**Marketing Manager, HOD team of 3 (2013 – 2014)**

* Build consumer (B2C) loyalty programs, demand generation, events, branding and advertising activities
* Work with Call-center to push & manage promotional campaigns
* Build new product marketing plan & launches
* Build Corporate B2B segment marketing

**TME Systems** - *Tech Distributor of Industrial Automation/ Engineering, Defense & Education solutions*

**Marketing Manager, HOD team of 2 (2008 – 2013)**

* Created & executed all-rounded marketing activities and GTM for all existing and new product portfolio include digital, content, branding, communications, events
* Built relationship and align marketing plans with overseas principals/ partners with local field teams; establishing MOU/collaboration with Government bodies (Science Center & MOE), DSTA/ST Engineering & Electronics
* Revamped corporate branding & strategy, Lead in business consultancy & analysis project with SLT

**ACA Pacific Technology** – *IT Distributor of Security, Storage, AutoCAD solutions*

**Marketing Manager; HOD team of 5 in 3 counties (2005- 2007)**

* Mentored and guided a multi-country marketing team supporting full portfolio for 3 BUs & 20+ vendors: Autodesk, Fortinet, Trend Micro, Storage Craft, Exabyte
* Management of Principal vendors, channels / resellers
* Direct & Channel marketing, Manage MDF allocation and requests
* New vendors and products launches & GTM

**LANworks** – *IT Systems Integrator / Reseller: Premier partner of Microsoft, Cisco, IBM, HP, CA etc -* **Marketing Manager; manage team of 2**

**Pacific Technology** – *IT Distributor for Security, Networking vendors: Watchguard, SonicWall, F5, Symantec etc -* **Marketing Manager; GTM Marketing for over 20 vendors/products**

**Sports Network** – *Sports/Golf vendor, retailer & distributor, academy -* **Marketing Executive; Product marketing for B2C retail, training services**

**Stone Forest IT** *- Accpac/Sage Accounting Software*- **Sales & Marketing Executive, Direct Sales & Product Marketing**

| **Marketing Competencies** **Field & DemandGen / Revenue 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/enablement 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 Measurements**  Data-driven metrics include (not limited to) events 15X ROI, campaigns & attributions : CPL/CPA, new user/inbound leads acquisition, engaged leads, MQL, SQO and respective conversion rates, 3-4X pipeline - attribution by direct generation, marketing influenced, partner-sourced & influenced, SOV, web traffic & goals/conversions | **Education**  * Professional Diploma in Digital Innovation (Nov 2025 - Mar 2026) * Bachelor of Business Administration, Thames Valley University (UK), (December 1997) * Graduate Diploma in Marketing, Chartered Institute of Marketing (UK), (August 1995) * Diploma in Business Administration (Major in Marketing), Singapore Polytechnic, (July 1990-1993)    **Skills / Certification**  * Forrester (Sirius Decision) B2B Marketing Foundation * Marketo * SalesForce * Photoshop * Canva * Google Analytics * Qualtrics * Demandbase * Bombora * PowerBI * Asana * Cvent * ON24 Webinar * Zoom Webinar/Meeting * BrightTalk * AI Literacy (General/ Marketing)  **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) |
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