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**Career focus: Business investment relationship management, regional business development/marketing and project management for company success. Growing regional network, business partnerships and increase growth for company**

### **Work Experience**

#### **Business Development Specialist/ Regional Marketing BAP Group Vietnam (HCMC based) Jul 2019 – Present**

- Based in HCMC, Vietnam covering APAC region business development, marketing and business partnerships with business chambers like Australia, Europe and Malaysia and also tech principals like Outsystems, Samsung, SAP and etc. Managing monthly P&L too.
- GTM and product development strategy using Outsystems packages, ODOO and open source modules (Australian and ASEAN market)
- Exploring investment opportunities with new venture/start-ups in collaboration with local vendors for projects.
- Technology outsourcing and digital services to Vietnam based companies and MNC e.g. Deloitte, Grant Thornton and etc coming into Vietnam

**Company** Asia Hired Sdn Bhd  
**Date** August 2013 – Jun 2019 (SEA region)  
**Position** Business Development Director/Regional Marketing as Co-Founder

#### **Key achievements:**

- Consulted a Malaysian listed company on outsourcing and HR consultancy business arm (interim role from August – Dec 2018)
- Tech resources placement/solutions via **www.asiahired.com** portal and outsourcing services opportunity with sizeable clients e.g. Maxis, Astro, CIMB, Huawei and

Malaysian/ASEAN government agencies. Segmentation of resources for different clients and growing client portfolios/revenues year on year.

- Successfully building pipeline of business investment/portfolio, managing key paying clients/investors from overseas mainly China e.g. Blueback Digital HK, India and SEA region in area of IT resources, project development and digital initiatives.
- Building partnerships for success around the ASEAN and HK/China region e.g. MDEC, MATRADE marketing events and business associations/councils e.g. MBC Vietnam and Asia CEO Club, HK in the region. On-going business matching with foreign companies and businesspersons for new opportunities.
- Web research for competitor analysis, marketing intelligence and social media/digital consulting initiatives. Researching clients resources/service needs. SWOT analysis applied from time to time
- Managing of client needs and adhoc research of immediate solutions to them via **CRM system**. Looking for opportunities to cross sell and offer customer service excellence through on-going improvements to existing clients like Huawei, Hitachi and etc. Finally aligning the group businesses for business optimization and profitability

**Company**            **Access 1 Services Sdn Bhd (part of Asia Hired group now)**  
**Date**                **July 2012 – July 2013**  
**Position**           **Business Development/Consultant**

**Key achievements:**

- Business development, partnership and new business opportunities for the group of companies. Aligning the group businesses
- Cross sell of services and tech products to existing clients like Huawei

**Company**           **The Asia Source Marketing**  
**Date**                **Jan 2011 – Present**  
**Position**           **Business Consultant (contractual assignments)**

**Key achievements:**

- Selecting and assisting SMEs/exporters to overseas exhibition/trade shows. Mainly healthcare devices like **Backpainhelp UK, health supplements and wellness devices companies from HK**
- Participated in Korean IT/Software trade fairs in Seoul, Gwangju and etc. Matchmaking businesses to the suppliers. Organized partnership meetings between Korean and SEA region companies. Researching clients products need and market
- Market entry, sourcing and ecommerce consultation mainly ASEAN region

**Date**                **September 2011 – June 2012**  
**Company**           **Sunway Technology Group**  
**Position**           **Account Manager/Project Consultant**

**Key achievements:**

- Promoting Corporate Performance Management solution by IBM and other web solutions. Bidding for government projects and managing project resources. Payment collection and developing future businesses.
- Identifying potential partnerships with regional technology firms e.g. Korean IT/Software companies

**Date**                **Sept 2009 – December 2010 (contractual)**  
**Company**        **CIMB Bank**  
**Position**        **Business Consultant/Project Management**

- Provide leadership and project management functions on Siebel CRM in CIMB retail/consumer Bank Transformation projects including gathering of user requirements, authoring various project related documents, managing communications and user relationships, and assisting throughout the project lifecycle
- Delivered tactical digital initiatives in the areas of Customer Needs Analysis, Bank Product Recommendation, Branch Management and Lead/Opportunity Management (
- Drive and challenge business units on their assumptions and provide solutions through training/change management activities. Researched on a B2B trading platform for the Business Banking unit.

**Date**                **Sept 2008 - Aug 2009**  
**Company**        **Heitech Padu Bhd (Malaysian MNC)**  
**Position**        **TIA Business Consultant/Presales**

- Lead the implementation of a suite of applications and peripheral systems (SDLC) for New Business, Policy Servicing, and Claims for insurance companies.
- Worked on the Indonesia project bid/presales activities and will then move on to implement the same set of system in Malaysia, then Abu Dhabi, and subsequently the other Asian insurance companies.

**Date**                **Aug 2007 till Aug 2008**  
**Company**        **Prudential Services Asia (Prudential)**  
**Position**        **Business Consultant/Project Management**

- Involved in the development and delivery of a suite of digital applications and peripheral systems (SDLC) for New Business, Policy Servicing, and Claims that will be used as a base for all Prudential subsidiaries in Southeast Asia
- Ensure effectiveness and efficiency of every member in the team and high quality performance from team members.
- Delivery of business requirement on agreed business requirement and ensure users at the respective areas agree on the guideline.

**Date**                **Sept 2006 - July 2007**  
**Company**        **Prudential Fund Management (Prudential)**  
**Position**        **Client Account Manager**

- Acquisition and development of business from Institutional, Corporate and High Net Worth individuals to achieve the business's new business objectives year on year
- Support and assist other distribution channels in activities and areas pertaining to the development of the business (fund launching activities, new funds brainstorming e.g. REITs)
- Manage and minimize any channel conflict within the team and with other distribution channels (e.g. agency and bank channels)

**Date** Jan 2004 - Sept 2006  
**Company** American Express  
**Position** Merchant Account Manager (Australia market)

- Lead merchant projects which need to be implemented, i.e. Online Merchant Directory, B2B calls and growing/managing key Australian portfolio of business accounts
- Merchant contact planning and project management of new campaigns e.g. American Express Merchant Directory, Online Merchant Services, Business Gold Card sell in
- Execution of opportunities to improve regional merchant processes & satisfaction with Siebel & Epiphany CRM tools (including some configuration/enhancement if needed).

### **Education & Qualifications**

2020-Current      **Digital Marketing and Analytics (NUS Singapore)**

2009-2010      **PMP training with iKompass Pte Ltd (awaiting PMI exam)**  
**Insurance CEIL and PCE exam**

2002-2005      **The Chartered Institute of Marketing, UK**  
**(Degree equivalent) Membership No. 9682589**  
**Patron YAB Dato'Sri Mohd Najib Award Recipient 2004**  
**Professional Post Graduate Diploma in Marketing**

### **Trainings attended**

Upon request

### **Technical Skills**

Microsoft Windows, Microsoft Word, Microsoft Excel, Project, Visio, PowerPoint, TIA Denmark, Siebel CRM, Oracle, Lotus Notes, Internet Utilities, Outsystems

### **Referee**

1. Dr. John Thava K - Principal Consultant/Director
2. William Gan – CEO  
Combicom Sdn Bhd
3. Cliff Bunten – CEO  
Teamscal Australia