Jason Pua

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CAREER SUMMARY

Dynamic and results-driven professional with extensive experience in leading digital transformation initiatives in AI inference and data analytics across diverse industries. Proven track record of fostering collaborative environments, mentoring teams, and delivering innovative solutions that drive client success. Adept at leveraging data analytics and technology strategy to solve complex business challenges and enhance operational efficiency.

PROFESSIONAL EXPERIENCE

Company	Position	Period
Intel Microelectronics (M) Sdn Bhd	Sales/Field Applications Engineer	2021 - Current
ABB Malaysia Sdn. Bhd.	Sales Engineer	2016 - 2021

Project Management

Remote Store Management Project:

- **Project Overview**: Spearheaded a design project with OEMs for the largest convenience store chain in SEA ANZ, focusing on out-of-bound management for POS and store surveillance systems utilizing Intel vPro and Intel AMT technologies.
- **Key Achievements**:
    - **First Phase Implementation:** Successfully managed the project from POC to PO, achieving a total design win of $800,000 USD in Malaysia during the first phase.
    - **Scalable across industries/regions:** Demonstrated scalability potential across other countries within the SEA ANZ region to transform traditional IT infrastructure to fully remote management.
    - **Future revenue stream:** Laid the groundwork for replicating this success in other convenience store chains, driving new growth opportunities for OEMs.
- **Project Impact**: This project is highly imperative not only as a revenue generator however it enabled our channel partners to monetise their field enablement services not just on the hardware but also software front on out-of-bound management solutions for customer.

Anomaly Detection for Battery Terminals in EV Gigafactory:

- **Project Overview**: Developed an edge inferencing platform for anomaly detection of battery terminals for a leading electric vehicle manufacturer. The system utilized eight image sensors connected to a frame grabber, with data processed on an edge server deployed directly on the factory floor.
- **Technical Innovation**: Implemented inference pipelines utilizing Intel® AMX accelerators on 4th Gen Xeon CPUs, achieving a service level agreement (SLA) of 1000 frames per second

(FPS). Leveraged **PyTorch** and **OpenVINO** to run pre-trained models (**PADIM** & **EfficientAD**) with fine-tuning based on customer-provided datasets, all executed on CPU without increasing the bill of materials (BOM) through GPU integration.

- **Key Achievements**:
    - **First Phase Implementation**: Successfully deployed two nodes in the first phase, with a total project value of $500,000 USD.
    - **Key selling feature and reusability**: Enabled the customer to maintain code portability as inference workloads were executed on CPU, eliminating the need for proprietary vendor hardware libraries like CUDA. This development allowed for future upgrades and repurposing of existing CPU edge servers for other computing tasks such as storage and high-resolution data compression.
    - **Energy sustainability & performance latency:** The CPU-based inference solution maintained a manageable power envelope, allowing deployment on-site without the need to upgrade circuit breakers or rely on private on-prem cloud hosting. This approach significantly improved latency in anomaly detection processes.
- **Project Impact**: Demonstrated technical excellence while providing substantial economic benefits through energy and cost savings. The project showcased effective management of both commercial and technical aspects, leveraging AI inference libraries like OpenVINO and PyTorch to optimize inference throughput.

Cooling Tower Project for Semi Con:

- **Project Overview**: Successfully managed the deployment of a cooling tower project at one of the largest Semiconductor Advanced Packaging site in Penang, incorporating innovative technology to enhance energy efficiency.
- **Technical Innovation**: Replaced conventional motor and gearbox systems with permanent magnet motors and inverters, enabling variable speed control. This innovation allowed for significant energy savings by reducing motor speed when possible as customer is now able to monitor power consumption and collate and leverage data to get further insights in plant operations.
- **Key Achievements**:
    - **First Phase Implementation**: Successfully deployed 8 units in the first phase, with a total project value of $500,000 USD.
    - **New revenue stream from Energy Efficiency**: Achieved a return on investment (ROI) within 6 years, leveraging the quadratic load nature of fans to maximize energy savings or we will provided 50% upfront discount on equipment and savings from electricity from end-user is passed on to channel partner which is now operator of equipment on customer site.
    - **Long-Term Reliability**: Specified motors to operate for up to 10 years, ensuring long-term reliability and efficiency.
- **Project Impact**: This project not only demonstrated technical excellence but also provided substantial economic benefits through energy savings, showcasing effective project management in both commercial and technical aspects and created new business model for channel partners.

Account Management & Business Development

Strategic Account Manager:

- Spearheaded account management for a diverse portfolio of global clients, including:
    - **Multinational Corporations (MNCs):** Siemens, Honeywell, GE
    - **Original Equipment Manufacturers (OEMs):** Dell, HPE, Lenovo
    - **Original Design Manufacturers (ODMs):** Advantech, Congatec
- Developed and executed tailored account strategies and programs to meet the unique needs of each OEM account, resulting in 6% Year-on-Year increase in sales across commercial, enterprise and public sector segments in Asia Region.
- Fostered strong relationships with key decision-makers across client organizations, from marketing to commercial pricing to product engineers ensuring alignment on strategic objectives and delivering value-added solutions.
- Managed complex negotiations and contractual agreements, and also NDAs leveraging deep industry knowledge to secure favorable terms and drive business growth whilst ensuring protection of IPs.
- Collaborated with cross-functional teams to deliver comprehensive solutions and go-to-market campaigns for AI PCs category, enhancing client engagement and driving long-term market relevancy.

Channel Partner Management:

- Incubated and managed relationships with new distributors to expand sales networks, focusing on leveraging their established market presence to drive channel sales growth across multiple sectors, including public and private across SEA.
- Secured significant deals and tenders from public sector entities and large multinational corporations by implementing targeted engagement strategies that highlighted the value of our solutions in addressing their specific needs.
- Solely tasked to grow the channel management business for Mechanical Power Transmission Products (MPT) and NEMA Motors within Malaysia and onboarded 3 new channel partners to sustain and grow the channel business in Malaysia. Grown the accounts from annual budget approximately 250% within a span of 2 years.
- Cultivated internal talents for delegation of key accounts and established channel sales team for handover to “farming” team.

Technical Competencies

- Programming Languages: Python, C++, and Unix / Linux Shell Scripting.
- AI with Neural Networks: PyTorch, Keras, Tensorflow, OpenVINO
- Computer Vision Libraries: OpenCV
- Web Dev Node.js, React, Javascript
- Cloud Instances AWS, GCP, Azure

EDUCATION,

- B. Eng (Hons) in Electrical and Computer Systems Engineering, Monash University 2015