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

Account Management & Business Development

Strategic Account Manager:

- **Strategic Partnership Development**: Spearheaded account management for a diverse portfolio of global clients, including multinational corporations (MNCs), original equipment manufacturers (OEMs), and original design manufacturers (ODMs), fostering strategic partnerships that drove business growth and market relevancy.
    - **Multinational Corporations (MNCs):** Siemens, Honeywell, GE
    - **Original Equipment Manufacturers (OEMs):** Dell, HPE, Lenovo
- **Business Development and Execution:**
    - Developed and executed tailored account strategies and programs to meet the unique needs of each OEM account, resulting in a 6% Year-on-Year increase in sales across commercial, enterprise, and public sector segments in the Asia Region.
    - CXO/VP Level Interactions: Engaged with executive and C-suite level stakeholders yearly for roadmap updates on our latest Intel CPUs and GPUs, working closely with their R&D teams for seeding units, POCs, and serving as a trusted advisor. This interaction facilitated access to stakeholders in other divisions beyond product development to sell-through with Intel CPU through CSP instances.
    - Cloud Technology Integration: Collaborated with clients to integrate AWS Intel instances, such as M7i for building model inference pipeline, and testing, demonstrating expertise in cloud technologies.
- **Complex Negotiations and Strategic Alignment:** Managed complex negotiations and contractual agreements, leveraging deep industry knowledge to secure favorable terms and drive business growth while ensuring protection of IPs.

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.
- **Technical Innovation**: Virtualization and Multi-Application Hosting using **Hyper-V** to enable the customer to host multiple applications on a single compute node. Configured one VM for remote management, leveraging Intel vPro and Intel AMT. The other VM runs a people tracking AI visual inference pipeline with YOLOv4, showcasing the versatility in of CPU to potentially host multiple applications.
- **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.

AI Anomaly Detection for 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. Post processed images was also offloaded to

cloud instance for backup and compression. 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.

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, Kubernetes, Proxmox Hypervisors

EDUCATION,

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