

Adam KuanTa Chen 💡 **Business Development & Strategic Sales Leader**
| **APAC Market Expansion | SaaS & Software Licensing Expert**
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Summary:

Strategic business development leader with 20+ years of experience in APAC sales, partnership management, and market expansion within the SaaS, software licensing, and technology industries. Proven expertise in securing multimillion-dollar deals, driving revenue growth, and negotiating partnerships with OEMs, IC vendors, and enterprise clients. Skilled in contract negotiation, business model design, and developing go-to-market strategies to maximize partner engagement. Adept at managing complex B2B sales cycles, cross-functional collaboration, and driving adoption of innovative software solutions. Fluent in Mandarin and English, with a strong track record of expanding market presence and building long-term business alliances.

Experience:

Nahimic/SteelSeries (GN Store Nord)

VP of Sales & GM, Greater China | Sales Director, Software & Services

(Mar 2017- Jan 2023)

- Captured ~100% market share in China's gaming PC audio post-processing segment through strategic OEM partnerships (ASUS, Lenovo, Dell, Huawei).
- Expanded annual shipments from 3M to 20M units by partnering with Microsoft, AMD, Intel, and Realtek to enhance platform integration and adoption.
- Spearheaded AI-driven audio solutions, enhancing voice processing and immersive sound experiences.
- Led P&L management and go-to-market strategies, driving revenue growth and product adoption.

Dolby Laboratories, Inc.

Senior Licensing Sales Manager *(Oct. 2012 to Nov. 2013)*

- Secured \$48.5M in licensing deals, expanding Dolby's market penetration in mobile and PC sectors.
- Negotiated long-term licensing agreements with Acer and ASUS, tripling revenue within a year.

Trend Micro Inc.

APAC Director of Global OEM & Partnership *(July 2006 - Oct. 2012)*

- Developed B2B2C sales models, growing APAC revenue to over \$10M+ annually.
- Secured a \$9M global OEM deal with ASUS, strengthening regional market presence.
- Led customer retention and digital sales initiatives, improving upsell and cross-sell rates.

Yahoo! Inc.

Account Manager *(2002 - 2004)*

- Drove NT\$85M+ in online ad sales, consistently outperforming department averages.

Sina.com Online Taiwan Branch

Marketing Manager *(1999 - 2002)*

- Led a team to exceed sales targets, driving 70% of company revenue.
- Designed data-driven digital marketing and advertising strategies tailored to key clients.

Jingo Records Co. Ltd.

Head of Publishing Department *(1994 - 1999)*

- Established the record publishing business, reaching NT\$60M in revenue within 1.5 years.

Education:

- **M.B.A., Tulane University**, Graduated with honors, **Allen R. Vorholt Memorial Award**.
- **Associate of Mechanical Engineering, National Taipei Institute of Technology**.

Key Skills:

- ✓ International Business Development | Sales Strategy & Execution | Market Expansion
- ✓ Channel Development & Management | B2B & Enterprise Sales | Distribution Management
- ✓ AI-Driven & SaaS Solution | Negotiation & Deal Closing | Pricing & Revenue Optimization
- ✓ Multi-Territory Sales Operations | Strategic Partnerships | Cross-Border Contract Negotiation
- ✓ Product Demonstration & Value Selling | Forecasting & Sales Analytics | P&L Management
- ✓ Subscription & Monetization Strategies | Fluent in Mandarin & English | Global Team Leadership