

# IAN KAW

## B2B SaaS Sales Director

12 Orchard Road, #08-01, Singapore 101421 • +65 9123 5000 • [iankaw@gmail.com](mailto:iankaw@gmail.com) • Singaporean

### EXECUTIVE SUMMARY

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- Former Software Developer turned SaaS Sales Director with over 15 years of experience in leading B2B marketing of SaaS software solutions to clients across the APAC region.
- Deep expertise of B2B SaaS Software sales within the Logistics, Supply Chain and HR industry.
- Achievements include:
  - Surpassed sales targets by more than 300% and managed sales pipeline worth USD 120 million with consistent quarterly revenue of USD 26 million at Suttons International (Supply Chain Software)
  - Optimised channel strategy through integration of 20 channel partners across ASEAN region leading to doubled channel efficiency and improved sales performance by 20% at Infor Global Solutions. (ERP Supply Chain Software)
  - Achieved USD 2.6M in revenue with operating profit USD 550K at Demand Solutions, and over USD 700K in service revenue and USD 640K in annual recurring software licenses within the first year at PageUp People. (HR SaaS Software)

### KEY SKILLS

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**SaaS Software Sales** • Market Entry Strategy • **Enterprise Sales** • Sales Team Training • **Sales Pipeline Management** • Resource & Budget Planning • **ERP and CRM Solution Sales** • Change Management • **Key Account Management** • Regional Team Management

### PROFESSIONAL EXPERIENCE

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#### APAC SALES & MARKETING DIRECTOR (APAC REGION)

August 2014—May 2016

#### SALES ENABLEMENT DIRECTOR

May 2015—May 2016

#### Suttons International, Singapore

*Suttons International is a developer of a SaaS Software solution for companies in the logistics and supply chain industry. The firm also provides Logistics, Transport Services & Global Freight Forward services.*

- Led team of 16 sales executives to oversee USD 45 million sales pipeline of integrated supply chain SaaS software platform across APAC region.
- Achieved YoY revenue growth from USD 92M to USD 110M and operating profit from USD 8.6M to 12.1M.
- Drove creation of Suttons' Supply Chain Solutions Software Division from scratch. Part of pioneer team tasked to develop new business unit to sell SaaS Software.
- Involved in mentoring sales teams in sales methodology, revamping and streamlining of sales content and training for sales on-boarding programs to achieve global sales targets

#### Significant Achievements

- Surpassed sales targets by more than 300%, with key contracts including:
  - Capturing firm's 1st ever contract logistics deal within 6 months of opening new division
  - Clinched deals with key clients such as TPSC, AvantChem, Agility Chemical, Shell, TOTAL Oil, Mitsui, and Celanese.

#### REGIONAL SALES MANAGER (ASIA)

April 2013—August 2014

#### PageUp People Software, Singapore

*PageUp is a HR SaaS solution for Better Talent Management. Targeted at HR department of firms, it's suite includes Recruitment Software, HR Data Analytics and Unified Talent Management modules.*

- Led team of 7 to drive sales of SaaS talent management software across Asia
- Captured over USD700K in service revenue and USD640K in annual recurring software licenses within the first year.

#### Significant Achievements

- Led development of market entry plan into Singapore, Malaysia, Thailand and Hong Kong.
- On-boarded 8 new clients (Daikin, Workforce Development Authority of Singapore, Dentsu Ageis, Bank of Tokyo, Lux Asia, Sony, Maybank, International SOS) within 8 months of starting regional operations.
- Established regional channel network by capturing key channel sales partners: Aon Hewit, Mercers and Talent 2.