

SUSAN ONG

+65 9100 9100 | susan.ong@gmail.com | Singaporean

EXECUTIVE SUMMARY

- Senior IT Account Director with over 12 years of experience at bluechip firms such as IBM, Microsoft and Oracle
- Strong network of customers with annual spend in excess of 30 million USD. Clients include public bodies (LTA, SLA, GovTech) as well as private organisations (Singapore Zoo, MediaCorp)
- Excellent track record for cultivating close relationships with clients, acting as both account manager and impartial solutions provider, resulting in deep trust and long term business clients

Achievements Include

- Grew sales from portfolio of clients by 35% through consultative identification of client's latent needs
- Kickstarted partnerships with other solutions providers resulting in 3 million USD in additional sales in 2018

KEY SKILLS

STRATEGIC PLANNING AND BUSINESS DEVELOPMENT • PROGRAM MANAGEMENT • CHANNEL PARTNERSHIPS • CONTRACT NEGOTIATIONS • ICT SOLUTIONS • REGIONAL ACCOUNT MANAGEMENT • IT ACCOUNT SERVICING

EXPERIENCE

SENIOR ACCOUNT DIRECTOR • IBM BUSINESS SOLUTIONS • 2018 – PRESENT

- Lead team of 12 to oversee full spectrum of account operations and servicing for 25 accounts with annual spend in excess of 30 million USD
- Manage network of channel sales partners; set and communicate sales targets whilst supporting local operations through sharing of best practices to drive sales
- Analyse markets and recognised opportunities to expand business by adjusting product mix and targeting key verticals
- Conceptualise and plan strategies marketing strategies to increase client acquisition and retain existing clients

Significant Achievements

- Successfully grew sales by 35% YOY through upselling of services to existing account portfolio. Built relationships with clients and understood unmet latent needs. Identified pain points and suggested IBM solutions to meet client's organizational objectives
- Awarded "Best Account Director – APAC" for 3 consecutive quarters Q1-Q3 2018
- Spearheaded partnerships with other IT firms with complimentary product portfolios to cross sell complete solutions resulting in over 3 million USD in additional sales in 2018

MISC INFORMATION

Languages: English, Mandarin

Technical Skills: Ruby, Python, C++