

# SUSAN ONG

## SENIOR ACCOUNT DIRECTOR

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### 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

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### PROFESSIONAL EXPERIENCE

#### **SENIOR ACCOUNT DIRECTOR**

IBM BUSINESS SOLUTIONS, SINGAPORE

2012 – Present

*IBM (NYSE: IBM) is an American MNC specialising in technology solutions. The firm has over 350'000 employees across 177 countries with annual revenues of 80 billion USD*

- 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

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### EDUCATION

**Master's Degree (MBA)** • Business Administration • INSEAD Singapore, 2008

- Awarded High Distinction
- Specialisation in Organisational Psychology and Management

**Bachelor's Degree** • Computer Science • University of Tasmania, Australia • 2000  
- GPA: 3.98 / 4.00

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## MISCELLANEOUS INFORMATION

**Languages:** English, Mandarin

**Technical Skills:** Ruby, Python, C++

**Availability:** 1 month's notice