

ARVINDEEP SINGH

Kuala Lumpur, Malaysia

+6016 209 3512

arv1977@outlook.com

www.linkedin.com/in/arvindeepsingh



PROFILE



Highly accomplished management professional with 14 years of experience, primarily focused on developing and successfully implementing a comprehensive internal and external business development and operational plan to increase revenue and profit. Business strategist who builds strong, dedicated client relationships and partnerships that are built on trust. Executive with an entrepreneurial spirit who leads companies to growth and market differentiation with a record of generating new business opportunities.

Proven track record of implementing the necessary business development strategies to accomplish breakthrough sales objectives while creating unique market – entry strategies, managing business relationships, building credibility, and establishing immediate rapport with potential clients

I am open to explore opportunities that can provide me with the prospect of utilizing my experience, expertise and passion in strategic & sustainable organizational development. I have a strong motivation to research and identify trendsetter business ideas through analysing market strategies and movements which in turn, helps to recognize and develop key partnerships for sustainable growth. I believe to excel in supporting an organization's growth and development, a sound understanding of the organization's capabilities, value proposition and competitive positioning is vital – and I have since attained reasonable exposure into the skills and capabilities to do such. I am keen not only to contribute the best I can in these areas, but also to acquire and develop strategic knowledge and insight through the opportunities I will be given.



EXPERIENCE

Global Chief Revenue Officer | MindNation

February 2021 – Present

MindNation | One of Asia's pioneer ☁ SaaS platform empowers mental healthcare system for team and organizations. With the aim of happier, healthier employees.

Division: Strategy, Sales, Revenue and Market Expansion, Start -ups and Acquisitions & Strategic Alliances

Key Deliverables

- Organize, build and run. Recruited to establish this early – stage start-up in the digital healthcare market and achieve profitability.
- Accountable for global GTM team of 55 people (still growing) across 4 offices including overall sales, solutions and sales operations
- Managing APAC, LATAM, USA, Africa & Middle East region
- Strengthened company's business by implementing with new client, Concentrix and improved pipeline quality to increase win-rates
- Define product and sales strategy to gain traction with Fortune 500 companies
- Work with founders to understand the need for product-market fit to address enterprise customer needs.
- Doubled revenue in 3 months
- Work with CTO, CGO, CIO and product team leadership to improve offering
- Oversee direct sales, programmatic sales & marketing efforts
- Developed our Cortex business decision engine and the productization of the engine which resulted in both new revenue streams for the organization via licensing and efficiencies within marketing acquisition which allowed us to reduced CPA by 25%
- Developed and implemented strategy to on-board new business relationships resulting in bringing over all key partnerships
- An ability to initiate and implement change, be efficient as an operational leader and provide positive support to a business's executive team
- Lead Organizational Change: Champions the need for change, clearly communicating its rationale and urgency. Diagnoses the organization's readiness for change, and adapts change plans accordingly. Build organizational capability to respond quickly to emerging opportunity.

Country Head (Australia, New Zealand & APAC) | CitiXsys Americas Inc
2019 – March 2021 (3 YEARS)

Ivend Retail | CitiXsys deliver Omnichannel Enterprise Retail Management Solutions on Cloud ☁
SaaS platform empowers retailers to provide exceptional customer experience throughout the entire shopper journey. Currently used in over 90 countries.

Division: Sales & Channel Alliances

Key Deliverables:

- Evangelizes iVend Retails product portfolio, drives new sales, and develops joint go to market initiatives to help the Channel Partner be successful.
- Managing sales operations, hiring, directing and motivating a sales team , and driving **\$ 20 million in Australia , New Zealand and Asia-based reseller channel sales in the retail technology market.**
- Planning, organizing, and orchestrating **six annual national and international company tradeshow**s, presenting marketing technology products: developing expanding reseller contacts and networks, and accelerating company market presence and market share.
- Training, mentoring, and technically supporting the **50 sales & pre-sales team globally** and improving team competency and productivity
- Championed new business expansion initiative, developed trusting client relationships, increased **ANZ distributors from 10 to 38 and international distributor from 1 to 12**, and drove sales from **\$ 3 million to \$ 10 million within 24 months.**
- Travelling national and international sales territory, conducting on-site distributor visits, presenting value-added sales opportunities, and expanding account sales.
- **3M USD revenue per annum in the year 2019 – CitiXsys Americas Inc**
- **6M USD revenue per annum till date - all across APAC**
- Significantly **increased sales margin from 50% to 82%**
- Personally closed **\$800,000 in ARR**
- Maintained a **65% close rate on demos** and **12 % lead to customer ratio**
- Manage and **deliver monthly revenues with accurate forecasting** of the pipeline and full transparency through the status of opportunities, delivered jointly with the partner.
- Manage **85 technology & channel partners in APAC territory**
- Work with the **Partner Relationship Business Unit** to successfully onboard new partners and assess partner all across APAC region
- Promoted to Regional Country Head for APAC role responsible for managing a total team of 50 business development, account executive, customer success team, proposal and administrative staff member **lowering turnover to <10%**

- **Experience with ERPs** such as **SAP Business One, Microsoft Dynamics Navision, Sage Enterprise Management and or Sage 300.**
- Interface effectively at all level of our partners' organization to obtain support for strategy and tactical plan, including negotiating necessary arrangements.
- Lead and, as necessary, persuade cross-functional team in executing strategy and tactical plan.
- Monitor all customers/partners and be able to explain performance variations and any necessary action plans
- Identify and direct effective application of APAC sales activities in cooperation with available product marketing and product development resources to achieve the sales results as identified by the company.
- Consulting with COO, strategizing / implementing business development and sales plans, and optimizing sales and profitability.
- Researching/evaluating market intelligence, developing strategic product price points and offerings, and advancing company market position and competitiveness.

Country Head (APAC) | UP International Space Solution Development | UPGen| 2018 – 2019 (1 YEAR)

Company: |SaaS & Hospitality| UPGen seeks to deliver innovative, holistic workplace solution designed for specific business needs at any stage of growth. UPGen caters to a vibrant ecosystem of ambitious innovators – individuals, start-ups and large corporates.

Division: Sales, Operation & Marketing

Key Deliverables:

- Oversees all aspects of the business in Malaysia, including leading and managing qualitative and quantitative performance in operations, community and sales of several buildings and locations in the market
- Build sustainable relationship with government and key enterprises **(500 fortune companies; Mind valley)**
- Build and grow UP International Brand and drive the success of all operational support for teams in the region. Achieved **ASEAN Rice Bowl Start-up Awards 2019 – UP International Space Development**
- Being the voice of our local markets internally and partner with key functions such as real estate, finance, IT, digital, HR, development, sales marketing, and communications to grow the UP International community

- Set the tone for the team, demand performance, and drive results while also growing the next generation of leaders in the market and in the company.
- Be the local market presence to support Real Estate Team in selection of future market locations -
- Assist in programming the physical space with the Design and Development Team - **actively design with HLD team & Orbs - level 36,37,38 at Menara Etiqa & Level 4,5,8 and 9 at Menara HLX**
- Manage the country P&L - member growth, occupancy, revenue & margins - managing budgets - **Focusing on two buildings in Klang valley; Menara Etiqa(50% occupancy within 3 months) & HLX (80% occupancy within 6 months)**
- Be ultimately responsible for health of community and experience of buildings - managed it the **community team & operation team of Etiqa & HLX builders**
- Be ultimately responsible for performance of local community team and for local organizational health
- Build a strong local brand through executing marketing campaigns (events, ad buys etc.), in partnership with the Brand & Marketing team - **Actively connected with GLC's company such as MDEC & MaGIC**
- Navigate local regulatory status and work with legal on government relations
- Coordinate with communications to be the local spokesperson for press
- Build and manage high level relationships and partnerships within the market
- Partner with SEA HQ to manage vendor relationships
- Mentor multiple teams in several locations to reach Business and Community goals and execute on all objectives
- Act as liaison between your city teams and the Regional General Manager
- Maintain UP International brand standards in SEA market - Act as brand representative in **Bernama Radio & TV , Awani & Star Property**
- Drive growth of buildings **(5 grade A building in pipeline) and sales with 50% occupancy within 3 months**

Company: Comprehensive wellness & hospitality ecosystem, focused on leveraging combined industry knowledge and team's global experience to extend reach across the vibrant Asian fitness and wellness scene.

2016 – 2018 (2 YEARS)

Division: Sales, Operation & Marketing

Key Deliverables:

2016 & 2017

- Manages and oversees business and operation of CHI FITNESS SDN BHD
- Manage a **60 thousand square foot space in total** employing **35 to 40 workers** for each outlet.
- Led a team of **150 employees for 4 outlets** (Nexus, Starling, Sunway Velocity & Atria Mall)
- Leading a team comprising of sales, operations and customer service employees that directly affect the revenue generation and business profitability of each branch.
- Develop and maintain the overall operational budget for all 4 outlets in CHI.
- Monitors the profit and loss of the business via analysis of weekly report by all the head of department and general managers meeting.
- Manages the performance of each department which involves sales and operations.
- Accomplishes a **minimum of RM 1.5M revenue each month** for the business.
- Managing each head of department performance review and goal settings.
- Handling all billing issues and concerns for over **12000 members**.

- Manages and oversees business and operation of Fitness First Malaysia
- Manage a **100 thousand square foot space in total** employing **35 to 40 employees** for each outlet.
- Led a team of **120 employees for 4 outlets** (Axis, IOI Mall, Empire Subang & BSC
- Implements the recommendations of the strategic business plan for acquisition with Evolution Wellness Holdings
- Performs market research and analysis. Furnishes advice, counsel and general staff support to all departments within the organization.
- Accomplishes a **minimum of RM 1.9 M revenue each month** for the business.
- Reduced lease cancellation to **sub 11% from 18% levels**, improving client retention.
- Improved cross sell opportunities within the customer base by applying consultative selling technique. **Exceeded target 110%**
- Assists in planning of any event that highlights corporate services.
- Performs public speaking to volunteer organizations and committees regarding public relations, marketing and development.
- Recruited for 2-year contract position to launch a new fitness organization from the ground up. Cooperated with management and finance teams to set strategy, define policies and procedures, and establish the business infrastructure.
- Hired and trained the original team. Targeted and developed relationships with entertainment industry partners. Managed start-up operations to create and efficient, productive, and well-run business and established a robust and scalable infrastructure to prepare the organization for consistent growth.
- Initiated and developed profitable B2B relationships that continue to drive revenue.
- Received Character Development Award - 2016

Sales Director | CYBEROAM

Company: CYBEROAM offers solutions to secure, medium and large enterprises in more than 125 countries that include government, education, banking, retail, healthcare and more. Cyberoam leverage the power of multi-core processors, offering enterprise-grade performance, in its appliances.

2010 - 2015 (5 YEARS) – Sales Director APAC

Division: Sales & Channel Alliances

Key Deliverables:

- Responsible for identifying, developing solutions for and responding to, additional opportunities within the customer accounts.
- Report directly to the EVP, tasked with maximizing performance and volume through sales
- Leading a **team of 100 people**, ranging from value added reseller, technology partners, distributors & ISV
- Cultivates and forge enduring relationships with major verticals all across APAC
- Develop and implement strategies to protect and expand market footprint, increase awareness, elevate the brand, deepen relationships with accounts and maximize profitability
- Energized and advanced sales; generated **over \$6M** in a new business while **managing \$8M in the existing business**.
- Notable fostered the performance development of staff through ongoing coaching and mentoring on best practices
- Worked collaboratively with the VP, on the development of the sales vision and execution of the sales strategy for domestic and international markets.
- Manage employees to achieve the contract outcomes for the customer including achieving service levels, adherence to quality standards providing a high level of customer service and operational efficiency.
- Established relationship within a challenging corporate company and guided distributor and resellers **to close a recurring deal generating USD 150K USD within a quarter**.

- **Accounts such as Columbia Asia, Fly Firefly Sdn Bhd, SKVE Holdings Sdn Bhd, Samson Rubber Industries Pvt Ltd, Konica Minolta Business Solutions, Mudra Group, Max Healthcare and Hero Honda.**
- **Orchestrated successful promotional campaigns, including a special offer that penetrated market territory by 20% in one month**
- Personally, **grew a handful of large/key accounts by over 25%**
- Provide to our channel partners real added value regarding customer service experience
- Ensure all monthly staff 1-1s completed and that each employee has a performance and development plan to ensure continuous proactive evaluation and improvement of performance.
- Holistic approach in working closely with the internal team members and HQ team (Logistic, Marketing, Presales, Post Sales, New Business Venture (NBV))
- Was recognized by Cyberoam Technologies Pvt. Lvt as one of the Certified Sales Champion which includes Sales, Marketing from Head Office in APAC.

2010 - 2012 (2 YEARS) - Operation & Distribution Manager

- Manage all aspect of the day to day management of the business unit - all aspects of financial, staffing, operational and service delivery management.
- Set distribution goals and plan and manage distribution operations to achieve the set goals.
- Monitor team performances and provide feedback for improvements.
- Redefined all departmental operational procedures increasing efficiency and decreasing production errors and lead time
- Address customer queries and ensure customer satisfaction.
- Develop distribution budgets and manage expenses within the budgets.
- Perform cost negotiations with vendors and provide appropriate solutions for bulk distributions.
- Ensures all contracted services are delivered to the highest quality standard.

Assistant Manager | Fitness First Malaysia

2007 - 2010 (3 YEARS)

Division: Sales, Operation & Marketing

Key Deliverables:

- Manages and oversees business and operation of Fitness First Malaysia
- Manage a **22 thousand square foot office** space employing **20 to 30 employees** for **one outlet**.
- Leading a team comprising of sales, operations and customer service employees that directly affect the revenue generation and business profitability of the branch.
- Manages the performance of operation department which involves sales and operations.
- Accomplishes a **minimum of RM 70,000 revenue** each month for the business.
- Handling all billing issues and concerns for **over 2000 members**.
- Spearheaded revenue growth through new customer acquisition with prospecting emphasis, proposing new and existing customer, and pipeline management which **resulted in a 41% sales increase**



CORE ACCOMPLISHMENT

- Successfully grew business by reducing customer cancels by 9%, optimizing vertical strategy, hiring right and implementing training programs for sales team - Cyberoam Technologies Pvt Ltd
- Accomplishment include helping agency grow from \$0 - \$7million USD in yearly revenue - Cyberoam Technologies Pvt Ltd
- CSCS (Cyberoam Certified Sales) Champion – Cyberoam Technologies Pvt Ltd 2015
- Regional growth in Malaysia, built from one company location to 4 locations by targeting strategic M&A opportunity. – Evolution Wellness Holdings Pte. Ltd
- Developed and mentored the # 1 salesperson in the division 2016 – Evolution Wellness Holdings Pte.Ltd
- Developed and promoted numerous senior managers throughout the organization.
- Received Character Development Award – 2016 - Evolution Wellness Holdings Pte.Ltd
- Highest Revenue Health Club of Year 2017 – Evolution Wellness Holdings Pte.Ltd
- General Manager of the Year 2017 – Evolution Wellness Holdings Pte.Ltd
- Highest Revenue Branch of Year 2017 & 2018 - Evolution Wellness Holdings Pte.Ltd
- General Manager of the Year 2018 – Evolution Wellness Holdings Pte.Ltd
- ASEAN Rice Bowl Start-up Awards 2019 – UP International Space Development
- 3M USD revenue per annum in the year 2019 – CitiXsys Americas Inc
- Developed and managed the sales process for a full service, interactive marketing agency launched in year 2019– CitiXSys Americas Inc
- Recruited 85 channel partners globally in APAC and ANZ region
- First pioneer Country Head in APAC to create cloud-based business in Singapore & Fiji, Australia, New Zealand, Vietnam, Malaysia, Sri Lanka.
- New client Acquisition such as Concentrix, LalaMove , Ring Central & Jollibee within first Q1 2021- MindNation



CORE VALUES

- High level of enthusiasm, a strong work ethic and highly self-motivated
 - Extensive experience with Salesforce CRM, and email or marketing automation tools
 - Deep channel and retail industry expertise and knowledge of retail technology companies. Ideal candidate will be familiar with Omni-channel retail solutions
 - Strong C-level presence to drive partner's investments as well as customer deals
 - Proven track record of success across multiple customer segments, with particular focus on mid-market accounts
 - Ability to direct sales leadership to achieve customer contracted objectives and team goals and to achieve results within established time frames and requirements. The ability to develop sales and business objectives and metrics, clearly define results to be achieved, make decisions, give direction, and measure individual/team performance and business results.
 - Hunter like instinct with an abundance of energy
 - An articulate, highly resourceful and transformation leader with 14 years of experience
 - Possessing the ability to extract the best from a team through individual engagement coupled with a strong focus on the development of a team culture.
 - Coming from a successful background in Enterprise Business Development and Account Management, strength include an exceptional ability to communicate, negotiate as well as build meaningful client and key stakeholder relationships.
 - A seasoned presenter able to effectively engage C level contacts in either one to one or group environments.
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REFERENCES

Name: Jacintha Mathews

Position: Regional Director of CitiXsys Americas Inc

Contact: +6 016 4419974

