



Candidate ID: RW1DN

Summary

A technically astute and growth-focused individual with a progressive career in achieving and surpassing sales goals using proven sales methodologies and processes.

Throughout my career, I have consistently exceeded sales goals by leveraging proven sales methodologies and processes, and I am highly skilled at delivering value-driven, consultative sales outcomes. I have a strong track record of building internal and external relationships across departments, customers, and partners. I have a demonstrated ability to identify and address pain points to ensure client success. Additionally, I have extensive experience developing and delivering business applications, leading technical projects, and managing multifaceted teams. Finally, I am adept at navigating complex negotiations involving commercial agreements. I credit my success to my strong leadership and problem-solving skills and consultative, cross-functional approach to achieving performance results and driving business growth.

Areas of Expertise

- Account Management
- Business Development
- Partner Relationship Management
- Solution Selling
- Quality Assurance
- Social/Digital Marketing
- Sales Forecasting & Growth
- Technological Implementations
- Market Research
- Project Governance
- Strategic Partnerships
- Staff Development & Training
- Digital Consulting
- Software Testing

Key Accomplishments

- Expanded new business by acquiring 22 new clients at **** within two years of ***** acquisition by *****.
- Cultivated and nurtured collaborative relationships with clients and partners while demonstrating thought leadership, improving the consultative sales process, and driving customer success.
- Trained and mentored multifunction teams across sales, consulting, and customer success while steering alignment with personal and organizational goals and missions.
- Awarded Oracle OMC Top Quarterly Performer.
- Founded and managed three companies over 25+ years, demonstrating entrepreneurial attributes.
- Accomplished and maintained the highest level of customer satisfaction through service-oriented strategies.

Career Experience

Apr 2022 – Dec 2022

Senior Strategic Enterprise Account Director

Build knowledge of customer experience management "Unified-CXM" across Social, Digital, Research, and Engagement. Establishing priorities and shaping the strategic direction for enterprise clients to

accomplish goals and priorities. Managed Pipeline growth utilizing over 33 products and services, account management, and client relationship management. Implemented sales plans, objectives, and go-to-market strategies for Thailand. Identified business opportunities to cross-sell/upsell products and services by implementing robust sales processes and cultivated and maintained new client relationships by utilizing referrals and testimonials.

- Identified, negotiated, and closed large deals. Identify and influence decision-makers and key stakeholders, such as CMOs and CTOs of some of the biggest brands in Thailand. In addition, I worked with clients to build solutions that allowed them to meet personal and business goals.
- Actively seek out new sales leads and business opportunities through active networking and business referrals. Guiding change related to the Customer Experience revolution! Helping drive Social and Digital relationships for local and global brands and consumers.
- Embrace abilities to affect this change and understanding how social media platforms can impact the various functions of a large organization are critical to being an innovative thought leader.

2021 – 2022

Alliances Director ANZ (Contract)

Establish alliances and partner channels through contractor agreements for CPaaS solutions. Foster and maintain positive business relationships with current and potential partners and clients to identify specific requirements to deliver excellent service. Inform clients regarding new offers and services through nurture campaigns and updated website content to build trust between clients and the organization. Deliver expert-level support in Zoominfo platform configuration, lead generation, and Intent data processing. Enhance the effectiveness of telemarketing campaigns to transform contacts into new customer prospects.

- I spearheaded the end-to-end implementation of the Zoominfo platform to generate leads and find potential customers for services.

2019 – 2021

Managing Director APJ

Starting as an individual contributor, I leveraged remarkable efforts in managing multiple demands and competing deadlines while overseeing Thailand, Vietnam, India, and SAGE. Performed exceptionally well and was promoted to Managing Director APJ, covering 17 countries in APJ. Governed revenue and profitability aspects of a challenging region during pandemic crises; steered alignment with organizational mission and objectives to drive excellent results.

- Architected a TAM (total addressable market) model for APJ, including 17 countries, including revenue potential, competitor footprints, MAU by device type, and redefined priority markets based on this model.
- Created a GTM model that classified sales into Direct and Indirect models, including partners in specific markets, to expand the business operations of Leanplum in APJ.
- Attained the organization's lowest churn rate of 15% for 2020 during the pandemic period.

2017 – 2019

Regional Sales Director

Enhanced customer experience across Email, Mobile, Web, and Paid Media channels by unlocking the value of 1st, 2nd, and 3rd party data in collaboration with leading marketers. Identified and resolved several bottlenecks by developing highly efficient solutions to ensure client success. Established priorities and shaping the strategic direction for business operations to accomplish set goals. Developed effective sales plans, objectives, and go-to-market strategies across APAC and spearheaded end-to-end management of marketing initiatives, partner co-marketing events, and activities. I identified business opportunities to cross-sell/up-sell products and services by implementing robust approaches and cultivated and maintained new client relationships by utilizing referrals and testimonials.

- Earned recognition as OMC Top Quarterly Performer FY19Q1
- Reduced several internal processes between departments by establishing and improving communications.
- I conducted training sessions for subordinates to enhance productivity and overall work efficiency.
- I boosted new client acquisitions by 30% by implementing customer-focused strategies and value-added initiatives.

Additional Experience

*****, Singapore	2015 -2017
Founder, CEO. *****, Singapore	2004 -2017
Founder, Managing Director. *****, Thailand	2004 -2017
Chief Technical Officer/Senior Consultant, Customer Care (Thailand)	2001 -2004

Technical Proficiencies

MS SQL | ORACLE DB | ORACLE ELOQUA | ORACLE SALES CLOUD | ORACLE SRM | ORACLE RESPONSYS
 | ORACLE SERVICE CLOUD | IBM WATSON MARKETING CLOUD | NIMBLE|
 GOLDMINE| MICROSOFT DYNAMICS 365 CRM | SAGECRM | SALESFORCE CRM | GOOGLE DOCS | ZOOMINFO
 | OFFICE 365 | LEANPLUM | TABLEAU | SAAS | UCASS | CCAAS | CPAAS | SPRINKLR | HELP DESK