

John Tan

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Sales & Marketing Director

20+ years' success leading IT infrastructure industry for IBM, Oracle and HP

Successfully closed USD 82 million worth of sales in 2015, a 45% increase from previous year. Oversaw setup of new office in Shanghai. Hired pioneer group of sales executives and led team to capture over 20 million USD of sales within 12 months. Created new range of product offerings optimized for developing markets in APAC. New product range has revenues of USD \$38 million and is becoming a new cornerstone of company's cloud strategy. Proven ability to motivate and coach teams in cross-functional environments. Strong business acumen and excellent interpersonal and communication skills.

Areas of Expertise

- Sales Management
- Business Development
- Marketing Campaigns
- P&L Management
- Business Process Optimisation
- Key Account Management
- Staff Training & Development
- Team Building and Leadership

Professional Experience

SALES & MARKETING DIRECTOR (ASIA PACIFIC)

Jan 2013 – Present

Oracle, Shanghai, China

- ◆ Direct staff of 30 to manage all APAC sales & marketing activities. Manage portfolio of 80 clients with total turnover of USD \$82 million per annum.
- ◆ Conceptualise and implement regional marketing, business development, and sales strategies, with full P&L responsibility.
- ◆ Study market trends, competitor activity, client requirements, and regional infrastructure development. Identify opportunities for business growth and position optimum product offerings to potential clients.
- ◆ Research and profile sales leads, specialising in Fortune 500 companies operating in emerging markets in APAC. Perform C-level engagement to sell enterprise-level IT products and services, and lead negotiations with clients to close million-dollar deals.
- ◆ Serve as brand ambassador during international industry conferences, including GOTO and ITEXPO. Network with industry leaders, key client decision makers and media representatives, and conduct pre- and post-conference PR activities.

Significant Achievements

- ◆ Single-handedly built Shanghai office from scratch. Conducted headhunting campaign to build pioneer team, then trained and empowered staff to take on additional responsibilities and serve market needs. Secured recurring revenue stream worth USD \$48 million within 1st year of operations.
- ◆ Coached regional sales & marketing team to achieve revenue growth of 33% in 2014 and 45% in 2015, winning Best Team Award 2015.
- ◆ Received several awards including Most Valuable Player (2015) and President's Club Award (2013, 2014 & 2015) for outstanding sales achievements by team.

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CORPORATE SALES & MARKETING EXECUTIVE (SEA)

Jan 2008 – Dec 2012

HP, Singapore

- ◆ Managed portfolio of 200 corporate clients across Southeast Asia, with responsibility for all sales & marketing activities in the region.
- ◆ Collaborated with local and regional marketing teams to execute localised marketing campaigns in line with overall company brand. Controlled marketing budgets totalling US \$1.5 million, and performed gap analysis to refine marketing strategy.
- ◆ Aligned local and regional sales and marketing teams with business objectives; on boarded teams with company strategy and bridged them with senior management to ensure accurate forecasting and effective planning.
- ◆ Liaised with internal auditors and government authorities to enforce compliance with relevant laws and regulations on a per-country basis.

Significant Achievements

- ◆ Key member of regional corporate transformation exercise following 2008 financial crisis.
 - ❖ Assisted global teams to overhaul business processes. Facilitated migration of non-critical roles to Manila, rationalised sales and business operations, and identified cloud-based solution to facilitate remote working and tracking of metrics.
 - ❖ Trained internal staff to use new platform in conjunction with development team, focusing on Sales & Marketing module. Platform recognised as regional best practice and scaled up to global implementation.
 - ❖ Overall efforts reduced operating costs by 15% and reduced man-hours by 23%.
- ◆ Identified new market for mobile IT applications in emerging SEA economies.
 - ❖ Prospected for new leads, developed tailored marketing campaigns and proposals, and signed on 25 major clients from 2009-2011. Strategy captured underserved market niche and became cornerstone of all APAC regional operations.
 - ❖ Increased recurring sales revenue by USD \$30 million, and won President's Club Award in 2010 and 2011 for sales performance.
- ◆ Discovered opportunity to open new markets in APAC and cut global operating costs through creating new regional office in China. Presented business case to senior management, received approval, on boarded internal stakeholders, and spearheaded execution of new strategy.

SALES ASSOCIATE

May 2000 – Dec 2007

IBM, Singapore

- ◆ Managed portfolio of 30 clients and delivered tailored IT solutions from IBM's product portfolio.

Education & Professional Qualifications

Master of Business Administration (Specialisation in Sales)

National University of Singapore - NUS, Singapore, 2012

Bachelor of Business Administration (Hons.)

Nanyang Technological University, Singapore, 2000

Technical Skills

MS Office, Java, Swift, C++