

James Wong

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Summary

I have been in the technology industry for over 20 years, with great passion to sell and grow the business aggressively. I have been involved in team transformations and leadership roles. My work experience can be summarized as follows:

- Excellent sales track record in both the commercial and public sector accounts with C- Level relationships. Experienced sales hunter.
- Building and management of high-performance sales teams with knowledge in sales processes and systems.
- C-level relationship development skills across business and technology departments
- Solution selling: "helping customers solve their multi-million dollar problems with highly cost effective solutions"

Experience

Talend

June 2020 – date

Sales Director- Public Sector

Talend is a privately-held Data driven company, that provides data integration solutions to gain instant value from their data by delivering timely and easy access to all historical, live and emerging data.

I am responsible for the sales and business growth of the public sector with priorities to help solve government agencies' data challenges and enable them to harness data clarity to drive effective decision making and business outcomes.

MicroStrategy

May 2017 – May 2020

Sales Director- Commercial and Public Sectors

MicroStrategy, Inc. is a provider of business intelligence (BI), mobile software, and cloud-based services. It develops software to analyze internal and external data in order to make business decisions and to develop mobile apps. It is now ranked by Forrester as a market leader in BI.

My sales responsibilities between May 2017 and Nov 2019 cover both enterprise and public sectors in 3 main countries: Singapore, Malaysia and Indonesia:

- Astra International (USD800K) – Indonesia
- Department of Statistics Malaysia (USD1.2M) - Malaysia
- Accountant General's Department (USD1.8M) Singapore



- Defence Science Technology Agency (USD1M)- Singapore
- Changi Airport Group (USD200K)
- Bank Rakyat – Malaysia (USD200K)
- Standard Chartered Bank – Singapore (USD100K)
- Ministry of Home Affairs
- Ministry of Health, HSA, National Healthcare Group

I achieved 210% YOY total revenue growth for 2019. With effect onwards from 2020, I am responsible for the entire MicroStrategy sales in Malaysia and the public sector in Singapore with the plan to build a sales team for higher sales growth.

Dotted Line Marketing

Jan 2016 – May 2017

Founder and Consultant

Dotted Line Marketing is local marketing consulting services company targeted at the FSI and FMCG clients. Services provided range from marketing strategy to creative campaign execution and analytics services. Acted as consultant and project director to help clients achieve their marketing and sales objectives.

From ground zero I grew the business rapidly with 4 strategic wins in 6 months : AXA (SGD50K), Great Eastern Life Assurance (SGD50K), Singapore Environment Council (SGD60K) and Pilot Pen Singapore (SGD100K) as a result of creative conceptualization and operational excellence.

Autodesk Asia Pte Ltd

Feb 2012 – Dec 2015

Country General Manager, Singapore , Brunei, Cambodia, Myanmar and Laos

Autodesk (NASDAQ ADSK) is a USD2.5B business and a pioneer in 3D design, engineering, and digital entertainment solutions. Its AutoCAD and Revit software is primarily used by architects, engineers, and structural designers to design, draft, and model buildings and other structures. Maya is a 3D animation software that has become the industry standard for film visual effects and game development.

Leading a 9 person sales and business operations team, I was responsible for recruitment, management and business transformation for the ADSK business in Singapore and the Emerging Territories. I spearheaded numerous initiatives to transform the channel eco-system while developing new sales plans and processes to grow the solution sales revenue.

Overcame all legacy challenges to finish the first year with strong double-digit growth. Elevated the software and services sales from USD22 to USD25 within the first year for Singapore. Was rapidly promoted to be the country manager for the Emerging Territories as well where I drove a high 300% YOY growth within the first year.

Closed record software and services deals such as Keppel Corp (USD1M), Rotary Engineering (USD500K), Semb Corp (USD300K) and Brunei Economic Development Board (USD3M of which USD2.5M worth of consulting



services). Achieved the highest partner satisfaction scores in APAC in 2014 and 2015. I personally won 2 sales awards for the largest deal in APAC for 2 years consecutively.

SAP Asia Pte Ltd

Aug 2010 – Jan 2012

Channels Head- South East Asia

SAP is a European multinational software corporation that makes enterprise software to manage business operations and customer relations. The 23B EUR per year company has over 335,000 customers in 190 countries. The company is a component of the Euro Stoxx 50 stock market index.

Responsible for driving indirect sales, growing the channel eco-system, managing partner executives stationed at distributors and master VARS for SAP Business One, Crystal Reports and Business Objects.

Within the first year, the channel eco system was doubled, Crystal Reports business itself grew YOY 30% in Singapore and YOY 300% in Malaysia and Vietnam under my leadership. Some of the large deals closed with resellers include the largest palm oil company in Malaysia, KL Kepong , Lup Dugangan (a subsidiary of Petronas), Harley Davidson Singapore, Takashimaya, Mr Bean, KDK Fans, Pigeon baby supplies, Paris Silk and OCBC Malaysia.

Microsoft Singapore

Oct 2004 – Jul 2010

OEM Channels Manager

Oct 2006 – Jul 2010

Microsoft Corporation is an American multinational technology company headquartered in Redmond, Washington, that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services. Its best known software products are the Microsoft Windows line of operating systems, Microsoft Office suite, and Internet Explorer and Edge web browsers. Current revenue per year is USD85B.

Responsible for all Microsoft OEM sales with from all MNC hardware vendors to Distributors to corporate ISVs/resellers and retailers. Planned and implemented various channel sales incentive and marketing programs to drive YOY double digit growth for partners.

Achieved annual sales targets: exceeded FY 2008 OEM revenue target by USD2M, exceeded FY2010 target by 320% and exceeded OEM Microsoft Office units by 20% in FY2008.

Integrated Marketing Communications (IMC) Head

Oct 2004 - Sep 2006

Headed Microsoft Singapore's marketing communications team who is responsible for every single marketing activity planned and executed in the Singapore market, targeting at the public sector, commercial enterprises to mid and small customers and partners. I was personally the brand custodian with the responsibility to ensure standardized messaging and branding across all Microsoft products and services.

I was personally in-charged of executive visits including Bill Gates' visit to Singapore that commanded over 7000 attendees and 15 ministers including the Minister Mentor Lee Kuan Yew and Prime Minister Lee Hsien Loong. A round table session was also carried out for Bill Gates to have an intimate session with the officials from IDA which



resulted in the Microsoft win of the SOE project a year later.

Under my leadership, the IMC team achieved cost efficiency improvements of 20% YOY on agency rates and 30% increase in time savings through operational efficiency of agency relationship management process. I also won 4 Microsoft Singapore awards on brand, execution efficiency and team collaboration.

IBM Singapore Pte Ltd Jun 2002 – Sep 2004
Singapore IMC Lead and ASEAN Software IMC Lead

Wunderman (previously known as Impiric Asia) Aug 2000 – Jun 2002
Account Director/ Loyalty Consultant

Singtel (Singapore Telecommunications Ltd) Feb 1997 – Jul 2000
Senior Product Marketing/Rewards Manager- Cards Division

Transmarco Limited Jun 1995 – Feb 1997
Business Manager- Transasia Telecom

Education

University of Nottingham 1993-1994
Achieved Masters in Economic Development and Policy Analysis

University of Leicester 1990-1993
B.A. Honours in Economics majoring in development economics, monetary economics and marketing

References

1. V.R. Srivatsan
Autodesk
2. Ben Tan
CEO, COURTS
3. Francis Choo,



SVP, Ingram Micro