John's WINNING CV

This opening line perfectly captures a strong summary of the client's career.

Put your best achievements up top. Numbers always impress the reader.

These skills are the ones mentioned in the job advertisement. Mirror them to get past the CV scanners.

The opening line captures all the reader needs to know about this role.

The HR likely has limited industry understanding (no IT background). Use language they're familiar with (phrases in job ad) to increase your chances of an interview callback!

Naming major industry events shows you have the skills to represent the company on the world stage.

As far as possible, cite metrics to substantiate your achievements. Do however be wary of your company's confidentiality clause.

This may seem like frivolous, but it's a very valuable skill set. South East Asia has very different laws in each country which are difficult to understand and comply with. MNCs will value a candidate who can navigate these complexities.

For complex projects like this, it's a good idea to break them up and focus on achievements.

This shows analytical skills and experience interacting with senior management. Useful in any industry.

A single line is sufficient for a junior position so long ago.

There's no need to list your references; if HR is interested in you they will ask you for them.

JOHN **TAN**

SALES & MARKETING DIRECTOR

PERSONAL INFORMATION

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EXECUTIVE SUMMARY

- Sales & Marketing Director with 15 years of experience within the IT infrastructure industry for bluechip companies such as IBM, Oracle, & HP.
- Successfully closed 82 million USD worth of sales in 2015, a 45% increase from the year before
- Oversaw setup of new office in Hong Kong. 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 strategy.

KEY SKILLS

- Business Development Strategy
- Marketing Campaigns
- Regional P&L Management
- Business Process Optimisation
- Key Account Management
- Enterprise Sales

PROFESSIONAL EXPERIENCE

SALES & MARKETING DIRECTOR (ASIA PACIFIC) Jan 2013 - Present
ORACLE, HONG KONG

- 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
- Oversaw studies of market trends, competitor activity, client requirements, and regional infrastructure development. Identify opportunities for business growth and position optimum product offerings to 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 Highlights

- Single-handedly built Hong Kong 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

CORPORATE SALES & MARKETING EXECUTIVE (SEA) Jan 2008 - Dec 2012
ORACLE, 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 Highlights

- 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 MANAGER Mar 2003 - Dec 2007
HP, HONG KONG

- Supervised and mentored team of 8 sales associates to drive sales of servers and networking gear
- Assisted regional managers to perform corporate planning, including budgeting, forecasting and long-term planning

Significant Highlights

- Initiated merger of sales and marketing function in 2007. Identified synergies & redundancies between teams, overhauled business processes, combined functions, and reduced overall headcount from 23 to 15
- Consistently exceeded sales targets between USD $1.8 million to USD $2.4 million year on year
- Managed portfolio of 30 clients and delivered tailored IT solutions from IBM's product portfolio

EDUCATION & PROFESSIONAL QUALIFICATIONS

- Masters of Business Administration (Specialisation in Sales), NUS, Singapore, 2012
- Bachelors of Business (Honours) , University of Hong Kong, 2000

AWARDS & CERTIFICATIONS

- President's Club Award, 2010-2011 and 2013-2015

MISCELLANEOUS INFORMATION

- Languages: Fluent in English, Cantonese and Mandarin
- Technical Skills: MS Office, Java, Swift, C++
- Availability: 3 month's notice

References available upon request.