



Eric Sim Kiat Yiung

A business professional with experiences and achievements for owning regional business as well as managing projects roll out in the country and abroad. Possess more than 23 years of consultative selling, project implementations, growing talents, P & L management and strategic business planning in fast paced industries,

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PROFESSIONAL EXPERIENCE

Head of SME Sarawak

Maxis Berhad

Feb 2018 - To Date

Sarawak

- Managing and strategy planning for business growth and P&L of SME business in Sarawak.
- Leading a team of 10 direct report and 4 business channels, i.e. Direct, In-direct, Retails & Telesales.

Senior, Channel Manager

DiGi, Telenor Group, Norway

Jan 2010 – Feb 2018

Sarawak

- Growth management, recruitment and expansion of business.
- Key accounts acquisition.

TM Group

Manager, Utilities & Services Sales

TM Enterprise (April 2009 to Dec 2009)

Manager, Corporate Sales – Services Sector

TM Retail (July 2007 to March 2009)

Manager, Corporate and Business Sales – IT & Properties Sector

TM Net Sdn. Bhd (June 2006 to July 2007)

June 2006 – Dec 2009 Kuala Lumpur, Selangor

- Sales team management and key corporate accounts management.

Sales Account Manager

Sarawak Information Systems Sdn. Bhd (SAINS)

Sept 2000 to May 2005

Sarawak

Conference Co-ordinator

Sarawak Development Institute

March 1999 – September 2000

Sarawak

KEY ACHIEVEMENTS

- **Pioneered strong establishment** and grew **in leading position** of Maxis Business on comprehensive converge solutions in the state. This includes securing projects with foreign investor and customer with nationwide/statewide operation. Enabled digitalization for SME and built partnership with GLC
- Built Digi Business as **Top SME's GSM market leader**.
- Secured and **implemented TM's two mega projects** with lottery companies for 600+ & 400+ outlets nationwide respectively.
- **Acquired MNC/ foreign contracts** and project management within and beyond the state for SAINS.

EDUCATION

- **BA (Hons) Business and Management**
OXFORD BROOKES UNIVERSITY, Oxford, United Kingdom.
- **Diploma in Network Technology**
UNIVERSITY OF OXFORD Delegacy of Local Examinations
- **Starting and Managing An Import/Export Business**
NATIONAL UNIVERSITY OF SINGAPORE (NUS, Singapore),

SKILLS

Leadership

Strategy

"Can-do"

Results Oriented

Negotiation

Project Mgmt

Sales Mgmt

Digital Marketing

Biz Planning