

# KENNETH GAN

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A self-learner with 5+ years of experience in marketing and business development. Specialize in developing and executing strategies that drive customer acquisition, sales pipeline and revenue growth. Expertise includes demand generation, lead nurturing, content creation, digital strategy, event showcase, data analytics and operations.

## PROFESSIONAL EXPERIENCE

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### **Marketing Operations Manager | [Microsoft Malaysia](#) (via Adecco)**

September 2021 - Present

- Led an initiative aimed at empowering sales and marketing teams a unified dashboard with actionable insights, facilitate data-driven decision-making and streamline reporting with time savings upward of 90%.
- Structured sales and marketing ROB on the 200+ accounts with product engagement trends and audience behavior analysis across a 6-month trailing period, prompting next best action to upsell and optimize campaigns targeting low hanging fruit audiences.
- Created a feedback loop to the Global team on MarTech stack capabilities ensuring the automation system is nurturing customers at the right customer journey with direct impact on email personalization targeting, profile segmentation and compliant lead scoring.
- Grew database reach from 65% to 99% across 6 months period, transitioned 77% of "None Engaged" accounts with new engagement signals and scored 65% more leads, contributed to USD 22M worth of sales pipeline.
- Recognized in Microsoft's APAC Marketing & Operations SPOT Award for exemplifying trust, collaboration, customer obsession, growth mindset and leadership.

### **Integrated Marketing Manager | [Microsoft Malaysia](#) (via Adecco)**

September 2022 - Present

- Promoted to head on Business Application portfolio - Dynamics 365 and Power Platform.
- Designed a 4-month campaign aimed at Biz Apps contact acquisition and accelerating qualified leads to Microsoft Partners based on 3 core strategies – audience acquisition (profile segmentation & target list), digital marketing (email, organic & paid ads) and telemarketing (offers). The campaign successfully created 400+ new BDM contacts and 20 closed deals with a revenue impact of USD 10M.
- Took on new responsibilities leading the charge on Azure portfolio in February 2023.
- Built top of mind on the next wave of AI innovation – Azure OpenAI Service, Generative AI and Copilot. Organized Leaders' Roundtable, virtual briefing engagement and 1:1 or 1: many workshops, accounted to more than 1000+ attendees and USD 2M sales pipeline.

## **Business & Product Strategy | [SPEEDHOME](#)**

July 2020 – August 2021

- Formed customer advisory board to generate insights on overall company's performance. Created a database feedback loop to the leadership team on customer's pain points, product feedback and rental market opportunity gap.
- Streamlined internal processes with the implementation of chat automation on pre-sales and post-sales journey, productivity of Sales and Ops team jumped 35%.
- Introduced rental listings recommendation based on customer's search pattern and optimized platform for paid listings. Resulted in reduced drop off rate and boosted monthly average revenue upward of 77%
- Brought in MYR 2M worth of sales pipeline through B2B partnership.

## **Senior Product Designer | [SCULPTUREATWORK](#)**

September 2019 - June 2020

- Designed custom-made furniture and statement piece for private clientele, led a team of 2 designers with a restructured creative design process, identified cost effective manufacturing measures and vendor selection resulted in cost savings of 20%.

## **EDUCATION**

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**Iowa State University** | Master of Industrial Design | 2015 – 2019

**Iowa State University** | Bachelor of Science in Mechanical Engineering | 2011 - 2015

## **SKILLS**

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B2B Marketing, Industry Marketing, Event Marketing, Digital Marketing, Product Marketing, Marketing Operations, Data Analytics, Business Development, Customer Success, Project & Budget Management.

## **CERTIFICATIONS**

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**Microsoft:** Digital Advertising Fundamentals, Advertising Native & Display, Marketing with Purpose

**Google:** Fundamentals of Digital Marketing

## **LANGUAGES**

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English | Chinese | Malay