

# CHRIS NEO SOCK FANG

## Renewal Sales Manager

+65 98772137 • neosockfang@yahoo.com • www.linkedin.com/in/chris-neo-715a3314

### EXECUTIVE SUMMARY

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- Self-starter, result-driven, positive problem solver Renewal Sales Manager with 20 years regional experience in IT industry including 14 years of renewal sales experience focused on customer retention, renewals & customer satisfaction.
- Proven track record of exceeding renewal sales targets, cultivating strong relationships with internal & external stakeholders across regions and building high-performing teams. Unwavering commitment to drive sustainable revenue growth through renewals & customer retention.
- Collaborate & align with cross-functional teams to develop customer centric strategies that drive business goals, increase customer adoption & enhance customer loyalty.
- Analytical mind with keen ability to analyse data to develop strategies to increase sales.
- Thrive working in a fast-paced environment.
- Passion for delivering exceptional customer experience while looking for win-win solutions.
- Actively looking for a Renewals & Retention Management role that builds a result driven high-performing team to retain, grow & accelerate value for the customers together with the collaboration of cross-functional teams.

### Significant highlights:

- Built a high performing renewal sales team that exceeds sales quota every quarter. Won "Best Performing Team Lead" contest in 2<sup>nd</sup> quarter & "Top sales team" contest for 3<sup>rd</sup> quarter.
- Led & coach successful renewal sales team who consistently achieved renewal targets. Secured up to 15% increase on YoY renewal revenue.
- Developed and executed strategies to improve customer retention, resulting in 13% increase in annual recurring revenue (ARR) & 29% increase in total contract value.
- Single-handedly managed APJ renewal business out of Singapore office, building trust & customer satisfaction with channels & customers while growing the renewal business from USD16M to USD22.5M.

### KEY SKILLS

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• Leadership • coaching • people management • Account management • customer retention • communication • data analysis • collaboration • strategy • problem solving • customer satisfaction • forecasting • negotiation • attention to details • sales

### PROFESSIONAL EXPERIENCES

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**RENEWAL SALES MANAGER (SEA)**  
Siemens Industry Software Pte Ltd

**October 2016 – October 2022**

- Hire, lead, coach & manage a team of 3 that is focused on retention, renewals, customer satisfaction & forecast accuracy in SEA region with high volume of customers.
- Manage day to day operations including ensuring accurate forecasting, managing escalations, providing support, performance management & ensuring team adhere strictly to renewal process & policies.
- Build strong relationships with channels & customers. Understand their challenges / needs & ensure high levels of customer satisfaction and continuous adoption.
- Analyse data to identify trends & growth opportunities. Implement strategies & collaborate with key stakeholders to upsell, increase retention & adoption.
- Lead contract negotiations with high-value customers, ensuring mutually beneficial agreements.

#### **Significant achievements:**

- Consistently achieved renewal targets. Secured up to 15% increase on YoY renewal revenue and 10% renewal rates.
- Developed and executed strategies to improve customer retention, resulting in 13% increase in annual recurring revenue (ARR) & 29% increase in total contract value.
- Spearhead project to convert perpetual contracts to SaaS contracts. Converted a USD300k annual order to USD1.14M 3 years SaaS order of an enterprise customer.
- Initiated COVID Booster Program that led to partners & team achieving sales quota.
- Closed 3 years multi year renewal order of USD1.1M.

#### **RENEWAL SALES REP (ASIA PACIFIC & JAPAN)** **Informatica SEA Pte Ltd**

**May 2011 – September 2016**

- Manage the entire renewal process for APAC & Japan region that is focused on minimizing attrition, improving renewal rates & ensuring customer satisfaction.
- Develop & maintain strong relationships with channels & customers, serving as the primary point of contact for renewals, addressing customer concerns, roadblocks & ensuring their satisfaction.
- Collaborate with cross-functional teams, including Sales, Operations, Finance, Legal, Data analyst & Technical Support to improve overall customer experience & address customer needs.
- Act as liaison between customers and technical team, facilitating swift issue resolution & enhancing customer loyalty.
- Develop & implement data-driven strategies to identify at-risk customers & create tailored retention plans.

#### **Significant achievements:**

- Single-handedly managed APJ renewal business out of Singapore office, building trust & loyalty with channels & customers while growing the renewal business from USD16M to USD22.5M.
- Consistently exceeded quotas for 5 years.
- Successfully closed a 3 year multi-year renewal order of USD1.5M.
- Initiated Win Back Campaign that led to achievement of backlog targets on first month of quarters. Renewal rates increased by 12%.

**TEAM LEAD (ASIA PACIFIC)**  
ServiceSource International (SSI)

**December 2009 – May 2011**

- Build a high performing team of 5 Sales Representatives & 2 Sales Support to achieve quarterly Renewals quota & customer satisfaction in Asia Pacific region for Client, F5.
- Manage relationships between client, channel partners, team members & SSI.
- Report sales forecast to Senior Services Managers in F5 weekly.
- Presentation of team's performance in Quarterly Business Review with Client.

**Significant achievements:**

- Built a performing sales team that led to exceeding sales quota every quarter.
- Won "Best Performing Team Lead" contest in 2<sup>nd</sup> quarter with 118% quota achievement.
- Won "Top sales team" contest among 11 teams for 3<sup>rd</sup> quarter with 117% quota achievement.
- Developed order processing Checklist. Increased operational efficiency by bringing error rate down to 5%.

**RENEWAL SPECIALIST (ASIA PACIFIC) (12months contract)**  
Tippingpoint Technologies Inc

**September 2008 – August 2009**

- Diagnose & resolve issues affecting renewals business in APAC. Work closely with partners and in-country sales to generate renewals revenue. Support Sales Ops Manager to oversee & resolve all RMA cases, compile POS & inventory report.

**Significant achievements:**

- Uncovered issues affecting renewal business. Formulate & execute renewal process, implement pricing strategy & enforce renewal policies to optimize existing process that led to increased confidence from partners & growth in renewal sales.
- Overachieved Q4'09 quota by 38%. Exceeded Q1'10 quota within 2 months by 86%.

**EDUCATION**

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**Bachelor of Business Administration (Marketing)**

- Marketing • La Trobe University • Member of Golden International Honour Society

**MISCELLANEOUS INFORMATION**

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**Nationality:** Singaporean

**Technical Skills:** MS Office Suite, Salesforce, SAP, Oracle, SMART

**Languages:** English, Mandarin, Hokkien

**Availability:** immediate