

Yuppie Nguyen

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PROFESSIONAL EXPERIENCES

Bespin Global SEA, Singapore (Remote)

Cloud Territory Manager (May 2023 – Present)

- Develop and drive a successful cloud strategy proposition for the business to both new and existing accounts in the APAC region
- Prepare solutions documents and proposals and attending customer meetings to better understand customers' requirements
- Prepare quotation and legal contracts to customers, for both resale and professional services
- Work with Marketing team to run email and social media campaigns and track performance
- Participate in onsite and online events for lead generation and other trainings

Digishares, Denmark (Remote)

Regional Business Development Manager (October 2022 – May 2023)

- Develop full-cycle sales and resales activities in the US, Asia and Europe, with primary territory being the APAC region
- Provide consulting services to potential clients by addressing clients' business requirements and demonstrating the tokenization platform

- Work closely with Marketing to support online and onsite lead-gen webinars and events
- Provide experience and knowledge in sales and business development to strengthen the strategic development of the Company

Trace Technologies, Singapore (Remote)

Head of Sales (March 2021 – October 2022)

- Responsible for Traceplus IoT sales development focusing on partner recruitment, partner enablement and business development to drive customer acquisition and sales funnel.
- Qualify and recruit new channel partners aligned with the company's strategic objectives
- Establish productive and professional relationships with key channel partners
- Plan and strategize all sales initiatives to achieve the organizational goals
- Develop partner channel and direct sales channel
- Drive adoption of company programs among assigned partners and ensures channel partner complying with partner agreements and manage channel conflicts

InfoDrive Solutions, Singapore (Remote)

Business Development Manager, Salesforce (Feb 2020 – Feb 2021)

- Built Marketing and Sales strategies for InfoDrive Solutions under its Salesforce Practice
- Responsible for lead generation, business development, partner nurturing, marketing and sales of services offered under the Salesforce Practice for ASEAN
- Provided quotes and sales consultation for customers around the globe, focusing on key countries such as Singapore, Indonesia and Malaysia

Deskera, Singapore (Based in Singapore)

Channel Sales Manager (Oct 2019 – Jan 2020, left Singapore due to Covid19)

- One of the APAC team leaders - managed 2 sales team from Malaysia and Philippines
- Identified new potential channel partners and develop/ manage existing partners in the region
- Managed executive business relationship with the customers and the channel partners
- JGTM:
 - Created joint GTM business plans with channel partners focused on key segments / verticals
 - Organized account planning session between sales team of Deskera & focused partners
 - Conducted joint demand-gen activities with partners through marketing initiatives
- Enablement:
 - Worked with focused channel partners on training plan for sales & pre-sales
 - Conducted partner on-boarding training for Deskera product line
- Focused on selling Deskera solutions (ERP, CRM, HRM, PM) through channel partners to focused accounts
- Experienced in business development and cloud computing (public cloud)
- Developed key contacts & nurture relationship with key customers
- Aligned with company's vision and collaborate with senior management on the execution strategies

Zimbra Inc., USA (Based in Singapore)

Sales Representative, APAC (Jan 2015 – Sept 2019)

- Quota-bearing sales professional responsible for SME businesses across APAC region
- Developed SME business across focused markets in key countries like Indonesia, Malaysia, Thailand, Philippines and India
- Maintained recurring revenue through service provider partnerships and SaaS offerings
- Identified & developed sales opportunities by working closely with marketing for events, campaigns, webinars and other marketing sources
- Worked closely with marketing team for customer focused demand generation events in APAC
- Experienced in business development and cloud computing (public cloud, private cloud and hybrid cloud)

Channel Development:

- Organized channel partner recruiting events jointly with channel team
- Conducted enablement and training workshops for focused channel partners
- Planned jointly with distributors on developing a focused country

Key Achievements:

- Consistently over-achieved annual sales targets year on year
- Developed over 100 value added reseller partners in the APAC region

Awards:

- FY18Q2 Top Performer – Rock Star Award
- FY18Q2 – 100% Club Award
- FY18Q3 – 100% Club Award
- FY18Q4 Top Performer – Rock Star Award
- FY18Q4 – 100% Club Award

- FY19Q1 – 100% Club Award

EDUCATIONAL BACKGROUND

University College Dublin, Dublin, Ireland

Bachelor (Hons) Degree in Marketing Management, Second Class Upper

Graduated in 2014

Kaplan Higher Education Academy, Singapore

Diploma in Marketing Management

Graduated in 2012

Kaplan Higher Education Academy,

Singapore *Certificate of Business*

Administration and Management

Graduated in 2011

SSTC School for Further Education, Singapore

GCE 'O' Level

Graduated in 2011

SKILLS

Solution selling

Leads prospecting

Confident presentation skills

Good communications and interpretation skills

Networking

Good customers relationship management skills (experiences in CRM such as Salesforce, Deskera)

Keen and fast learner. Able to adapt well to changes

Good leadership skills. Able to work well as part of the team

Insightful in data analytic

Account management

Direct sales and channel sales

Consultative sales management

Fluent in Mandarin Chinese, English and Vietnamese language

