

# Loo Khem Hwa (Khem)

## Education

**1996 - 1997**                      **Curtain University**    **Perth, Western Australia**

**Bachelor of Commerce**  
**Information Technology & Systems**

1991–1993                      Comsertrac Singapore Computer Studies, National Centre for IT  
Higher NCC Diploma

1989–1990  
**NCC Diploma**                      Comsertrac Singapore Computer Studies, National Centre for IT

1985–1988  
**'O' Levels**                      Temasek Secondary School Singapore  
8 Credits

## Professional experience

**Dec 2010 – Dec 2013**    **Zebra Technologies Pte Ltd**

Manager – ISV Program and Partner Manager, APAC

- Customize Global program and deploy in APAC
- Recruit ISV partners by Vertical and Application by country in APAC
- Develop and execute Marketing programs for partners to increase revenue pipeline
- Work closely with core marketing team to leverage resources
- Training and mentoring new hires

**Jun 2005 – May 2010**    **Dell Asia Pte Ltd**

Manager – Alliances Marketing Manager, APJ

- Partners managed, AMD, Intel, Microsoft, Symantec and VMware
- Manages Partner APJ funding and executive interlocks
- Provide Yearly, Quarterly Joint-Partner Initiatives to Sales & Marketing teams
- Set quarterly, annual objectives and sales targets with each alliance partner
- Develop, Co-ordinate and help execute Marketing programs with each country
- Track and monitor Marketing and Sales results regularly
- Ensure constant training for all Call Centres and Sales community

**Sep 2003 – May 2005**    **Toshiba Singapore Pte Ltd**

Manager – Marketing Services Group

**(South & Southeast Asia Regional Headquarters)**

- Manage the Marketing Services Team of three covering 11 countries
- Oversee all MARCOM activities such as Advertising, Branding and Roadshows
- Set up and implement Channel Structure for Singapore, Malaysia, Philippines, Thailand, Indonesia, India and Vietnam
- Organize incentive and training programs for dealers
- Assist in selecting Distributors and Resellers

**Jan 2001 - Oct 2002**    **Compaq Computer Asia Pte Ltd**

**Alliance Account Manager**

- Managed strategic partner relationship with Microsoft Singapore.

- Drove revenue in key enterprise market with Microsoft, Compaq relationship, activities and joint go-to-market plans with keys solutions partners and ISVs across Asia.
- Managed major marketing activities and events across different departments and segments. Key events including Win2000 launch, COMES and key industry initiatives like E-Commerce.
- Managed an annual marketing budget of over half a million US dollars.
- Design, Develop, Implement and measure specific Marketing programs to increase the sales and market share of Enterprise Servers
- Manage bids, tenders and joint account planning with sales team.

#### **Nov 1998 – Dec 2001 EDS International(s) Pte Ltd**

**Account Manager,**

**Sales Support Analyst**

**Regional Training Specialist,**

- Based at customer, Bechtel site for eight months to design and implement Computer Based Training programme (CBT) for Bechtel in Asia Pacific.
- Analyze training needs and develop training programmes for Bechtel Asia Pacific.
- Conducted seminars internally to promote training.
- Implemented Training procedure and Computer Based Training (CBT) Tools in countries in Asia for Bechtel.
- Computer literacy of over 600 employees increased drastically after implementation of training programs
- Promoted to Account Manager.
- Managed Saresco Travelers account, this includes managing a Profit and Loss Statement for this account with revenue target of over 30% of gross revenue. Managed a team of 3 for this account.
- Involved in developing new outsourcing deals for EDS. Developed proposal, conduct Due Diligence, and assist other Account Managers with costing, Terms & Conditions of outsourcing and coordinating efforts across different departments.
- Part of team to conduct review on existing customer on Measurement of Value and Expectations (MOVE), an EDS methodology.
- Certified in Project Management at EDS international.

#### **May 1995 – Oct 1998 CSA Automated Pte Ltd**

**Product Manager**

- Managed Microsoft's product revenue in CSA Automated(CSAA)
- Responsible for driving revenue in excess of \$3 Mil US for Microsoft technology for CSAA
- Maintained key account relationships, partner relationships at an executive level.
- Conduct joint account management with respective account managers between CSA Automated and Microsoft Account Managers.
- Managed all Microsoft procurement for over 50% of all government agencies, statutory board and ministries in Singapore
- Conduct training for products updates for sales team in CSA

#### **Jan 1992 – Sep 1994 COMAT Training Services Pte Ltd**

**Senior Trainer,**

**Training Supervisor,**

- Corporate trainer for products in MS Office, Lotus SmartSuite, WordPerfect, ccMail, MS Mail and other desktop applications.
- Promoted to senior trainer then Training supervisor in the first year.
- Developed the first Train the Trainer manual for new trainers.
- Train and managed a team of more than 10 new trainers.
- Developed Marketing programs and conduct presentations to potential customers.
- Conduct surveys to measure the success of each marketing program.

**Additional professional activities**

Organised team building event for entire company of more than three hundred staff.

**Languages**

Fluent in English, Mandarin

**References**

Christina Kwan, Dell Global B.V. (Singapore Branch)

Craig Slattery, Dell Global B.V. (Singapore Branch)

**Interests and activities**

Swimming, Reading and Traveling

**Awards received**

Top performer, Microsoft Office 95 Reseller Program. 1996

Top three Revenue Microsoft Solution Provider Revenue, 1996

**Certifications**

Developing An Effective Instructor, NPB, 1994

Microsoft Certified Sales Specialist, 1996

Train the Trainer, Change Management, EDS, 1998

Certified Trainer for Project Management, EDS 1999

Certified ACT! Consultant, 2001

Professional Presentation Skills, 2009

Certificate in Traditional Chinese Medicine, 2013

**Personal Data**

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