

RESUME

PERSONAL DETAIL

NAME : SUZANAH BINTI ISMAIL
ADDRESS : Kuala Lumpur
DATE OF BIRTH : 07.11.1968
RACE : Malay
GENDER : Female
RELIGION : Islam
NATIONALITY : Malaysian
MARITAL STATUS : Single
TEL. NO. : 017-2510 678



EXECUTIVE SUMMARY

Generally speaking, my “Happy Go Lucky” and vibrant nature, have been perceived to be someone that is easily approached, able to access and able to create, develop and continuously maintained relationships with different levels of people (for e.g. From the top positions, CXO, Directors, Managers and below). Having to complement the specific nature, I am also noted to be bold, discipline, hardworking, loyal, dedicated, able to work independently, in a team, with a team and also able to make the right decisions within the parameters specified.

Fortunately the qualities mentioned above, fit into the positions that I was place all these years, which is Sales and Marketing equals to Business Development.

I have been working in different types of industries, which started with Entertainment Industries, followed by Service Industries (for e.g. Hotel, Telecommunication and BPO) and IT Industries. It is given, that whenever you’ve entered or are entering different type of industries the list of network becomes different too. Due to my natural characteristics, skills, knowledge and experiences, that I’ve fortunately possessed, I am able to build and penetrate from scratch, the interest, from small medium companies to the fortune 500 companies. I have been in Business Development Profession for nearly ten (10) years progressively; responsible in sales, client services, events, and more. Even though I am familiar in penetrating the market directly, especially during the four (4) years recently, I have developed another skill which is that I am also able to penetrate and build the interest within the relevant circle of partners, of the same interests/industries, in growing and widening the markets interest towards theirs and our products and services specifically. My skills, knowledge, experiences and in the end the results of my sales achievements regardless, are proven and shown in each company outline in this resume under “Professional Working Experience”.

Last but not least, through those working years in sales and marketing aka. Business Development, I hope and think that you will be not only happy but you will also be confident to know that I am glad and proud to say that my efforts, commitment, passion and hard work did not go to waste as it has resulted to besides meeting quite a high and satisfactory achievements in sales, it had lead me to gain the respect from the clients, managements, senior managements and peers.

KEY ACHIEVEMENTS

TANGIBLE:-

1. Being selected and the trusted representative for the Asia Pacific region, of the latest company, from the project managers up to C levels
2. Building businesses throughout Asia Pacific from scratch and continuously expanding and managing it too
3. Convinced and closed different ranges of contracts, especially with a few of the world largest companies apart from the small medium companies, of different types of industries, globally.
4. Learning and Mastering complex technologies in various areas from CRM to SAP based workflows

5. Sharing knowledge and skills by providing training of the selected staff, to be a Telemarketer/Telesales
6. During the previous years, been one of Top 2 Telemarketer/Telesales among 12

NON-TANGIBLE:-

1. Gaining and/or gained the trust, respect, continuously having good relationships of various ranks of people from different types of networks/groups/industries in different countries for example Malaysia, Singapore, Indonesia, Thailand, Philippines, Vietnam, Germany, South America, USA etc.
2. Through the years able to widen up networks within different types of groups/industries

EDUCATIONAL BACKGROUND

Sekolah Menengah Main Convent, Ipoh, Perak : SRP
 : SPM
 London Chamber Of Commercial Industrial – Discontinue due to Financial Constraint.

LANGUAGES

		<u>Written</u>	<u>Spoken</u>
Written & Spoken	: English	10	10
Written & Spoken	: Bahasa Malaysia	10	10

SOFTWARE KNOWLEDGE

1. **Microsoft Words, Excel and Power Point** – Commonly used software tools for sales and marketing department for example, in creating Presentations, Flyers/Brochures, Price Quotations, Proposals, Letter of Intent, Contracts and more
2. **Salesforce.Com** - A software tool that is mostly incorporates or subscribed by most companies for the sales and marketing department to enter their activities
3. **TRM/CRM, Kofax Image and Data Capture, WMD xFlow P2P Solutions, SAP FI/MM, Archiving Solutions etc**

PROFESSIONAL WORKING EXPERIENCE

COMPANY: WMD ASIA PTE LTD (Location KUALA LUMPUR)

WMD - THE WORKFLOW COMPANY

In summer 2008, WMD Workflow Management & Document Consulting Asia Pte Ltd was founded in Singapore as a regional support-center for our international customers. Out of this support-center, WMD supports deployments of our SAP-based solution WMD xSuite in Asia Pacific and Australia which are either rollouts by multinational customers or by our partners that resell WMD xSuite.

Since 2009, WMD Asia began to actively engage with SAP-Customers in Singapore, Malaysia and Indonesia. First local installations in Kuala Lumpur and Jakarta were established in 2010.

Since November 2009, WMD has a Sales-Office in Kuala Lumpur out of which South East Asia is addressed.

POSITION: REGIONAL BUSINESS DEVELOPMENT MANAGER OF APAC (1st OCTOBER, 2009 – 30th SEPTEMBER, 2013)

PRODUCT: IMAGE & DATA CAPTURE, PURCHASE TO PAYMENT PROCESSING SOLUTIONS, INVOICE PROCESSING SOLUTIONS & MORE

JOB SCOPE:**BUSINESS DEVELOPMENT MANAGEMENT**

- Establishing an entity in Malaysia for Business Development purposes
- Managing the office in Malaysia by taking care part of the General Administration tasks on top of focusing on the Business Development aspects
- Conduct market research on the targeted prospects that were previously accumulated, existing, later newly acquired, received or personally generated from various types of sources
- Covering the complete sales process from lead generations, qualifications, presentations, negotiations and contractions via direct or with partners. In doing so, working with the team of sales and technical across the regions, is essential and encouraged
- Managing newly created accounts/opportunities from monitoring as and when, the progress of the project implementation, listening and acting on any complaints or issues that could or had arises, escalating of issues, upselling and cross selling, which require teamwork too.
- Seeking and creating interest within relevant circles of partners (existing or new) of the same industries and engaging/partnering with the selected few permanently or on case to case basis, depending on the type of partnership agreement, in selling solely or in combination lists of products and service from both parties
- Engaging with relevant Event Coordinators, thus, sponsoring and participating in events to build a range of specific list of network continuously, independently or with partners
- Continuously recording sales activities on a daily basis, preparing the sales reports for the weekly sales meetings and quarterly International Sales meeting and preparing ideas and/or business strategies for near future after discussing with the Managing Director before presenting during the Management Meeting.
- Hiring and providing training to new staffs for different type of tasks for e.g. Administration, Cold Calling and so forth
- Assisting the Marketing Team on engaging with existing clients in developing or producing with approval from the existing clients their Logos and so forth

**OPPORTUNITIES
CLOSED:**

- **SAPURA ACERGY SDN BHD (MALAYSIA) – FIRST/INITIAL PROJECT WORTH RM300k (Covering the sales target of October, 2009 to October, 2010 – Euro 150k)**
- **EMERY OLEOCHEMICAL (GLOBAL – MALAYSIA, GERMANY & US) - FIRST/INITIAL PROJECT WORTH RM840k (Cover the sales target of October, 2009 to October, 2010 – Euro 150k)**
- **HOLCIM INDONESIA - FIRST/INITIAL PROJECT WORTH RM200k (Covering the sales target of October, 2010 to October, 2011- Euro 250k)**
- **HOLCIM THAILAND - FIRST/INITIAL PROJECT WORTH RM250k (Covering the sales target of October, 2010 to October, 2011- Euro 250k)**
- **HOLCIM PHILIPPINES - FIRST/INITIAL PROJECT WORTH RM200k (Covering the sales target of October, 2010 to October, 2011- Euro 250k)**
- **DELOITTE TAX AUDIT (US, LATIN AMERICA & SEA) - FIRST/INITIAL PROJECT WORTH RM 1.8 Million (Covering the sales target of October, 2011 to October, 2012- Euro 400k)**

**ON-GOING
OPPORTUNITIES
CREATED, WORKED ON
& MANAGE:**

- **DELOITTE TAX AUDIT (NEW REQUIREMENTS, CR ETC – LATIN AMERICA & SEA)**
- **HOLCIM MALAYSIA**
- **HOLCIM SRI LANKA**
- **ASTRAZENECA**

COMPANY: KOFAX (M) SDN BHD (KUALA LUMPUR)

Kofax plc (LSE: KFX) is the leading provider of Intelligent Capture & Exchange solutions, providing application software and OEM/POS software worldwide as well as hardware distribution in Europe, the Middle East and Africa.

**POSITION: SOFTWARE & SOLUTION ACCOUNT MANAGER
(JUNE, 2008 – 30th SEPTEMBER, 2009)**

PRODUCT: KOFAX IMAGE AND DATA CAPTURE – KC & KTM

JOB SCOPE: SALES

- Managing existing clients from A to Z, by treating existing clients as newly encountered clients
- Conduct market research on the targeted prospects that were previously accumulated, existing, later newly acquired, received or personally generated from various types of sources
- Cold calling aka. Telemarketing/Telesales (Consist of persistence follow ups via different types of media for e.g. phone calls, emails etc and making appointments)
- Covering the part of the sales process from lead generations, qualifications, presentations while passing the negotiations and contractions via direct or with partners to the Sales Manager. In doing these tasks, working with the team of sales and technical across the regions, is beneficial and encouraged
- Managing newly created accounts/opportunities from monitoring as and when, the progress of the project implementation, listening and acting on any complaints or issues that could or had arises, escalating of issues, upselling and cross selling, which require teamwork too.
- Continuously recording sales activities on a daily basis, preparing the sales reports for the internal Sales meetings, and/or yearly International Sales meeting and preparing sales reports as and when required for the Management Meeting.
- Continuously acquired to provide ideas or opinions to improve the progression of the sales team activities, skills, processes etc.
- Participating in events held by Kofax or by combining efforts with partners, to build a range of specific list of network continuously

**OPPORTUNITY
MANAGED
/WORKED ON
& CREATE:**

- **CIMB – HEAD QUARTERS (KL)**
- **CIMB – BANK NIAGA (INDONESIA)**
- **NEC SEMICONDUCTOR (SELANGOR)**
- **MAYBANK – MENARA MAYBANK (KL)**
- **SURUHANJAYA SYARIKAT MALAYSIA (KL)**
- **MYIPO (KL)**
- **STAR CRUISES – HEAD QUARTERS (KL)**

COMPANY: TOKUII CORPORATION (M) SDN BHD (KUALA LUMPUR)

Tokuii is a software and services company that provides solutions to customers who need to deliver a superior level of customer service through the management of multiple relationships with their customers, suppliers, partners, and employees. We call this **Total Relationship Management (TRM)**.

POSITION: ACCOUNT MANAGER FOR CUSTOMER SOLUTION
(DECEMBER, 2005 – MAY, 2008)

PRODUCT: SOFTWARE – TOTAL RELATIONSHIP MANAGEMENT (TRM)

JOB SCOPE: SALES

- Conduct market research on the targeted prospects that were previously accumulated, existing, later newly acquired, received or personally generated from various types of sources
- Cold calling aka. Telemarketing/Telesales (Consist of persistence follow ups via different types of media for e.g. phone calls, emails etc and making appointments)
- Using the software tools provided by Tokuii, a client call reports will be created for before and after meeting of these prospects or clients for the understanding and pursuing in building a strong, confident, good trustworthy business relationship with the prospects or clients at first meetings/appointments, follow ups and after sales services.
- Preparing and delivering a high level presentation at the prospects premises/offices.
- Delegating tasks to the Business Development Team and assisting them in preparing Technical Presentations, Quotations, Proposals etc.
- Leading and monitoring the technical team in delivering a precise/accurate Technical Presentation based on the prospects/clients requirements.

**OUTSIDE THE
JOB SCOPE:**

- Design marketing brochures/pamphlets/leaflets for products and services needed urgently.

**OPPORTUNITY
CREATED /WORKED ON
& MANAGE:**

- MDEC (KL)
- MALAYSIA BIOTECHCORP (KL)
- CENTURY LOGISTIC (SELANGOR)
- KTM NASIONAL SDN BHD (KL)

COMPANY: EPIC- I SDN BHD (KUALA LUMPUR)

EPIC-I Sdn. Bhd., is a subsidiary of Bumiputera-Commerce Bank Berhad (BCB), envisioned to undertake the Processing activities of various industries locally and regionally.

POSITION: CLIENT ACCOUNT MANAGER (APRIL, 2005)

PRODUCT: CALL CENTER, CHEQUE PROCESSING SERVICES & HR SERVICES

JOB SCOPE: SALES

- Conduct market research on the targeted prospects that were previously accumulated, existing, later newly acquired, received or personally generated from various types of sources
- Cold calling aka. Telemarketing/Telesales (Consist of persistence follow ups via different types of media for e.g. phone calls, emails etc and making appointments)
- Using the Excel Sheets a client call reports will be created for before and after meeting of these prospects or clients for the understanding and pursuing in building a strong, confident, good trustworthy business relationship with the prospects or clients at first meetings/appointments, follow ups and after sales services..
- Preparing and delivering a high level presentation at the prospects premises/offices.
- Delegating tasks to the Business Development Team and assisting them in preparing Technical Presentations, Quotations, Proposals etc.
- Leading and monitoring the project/technical team in delivering a precise/accurate Technical Presentation based on the prospects/clients requirements.

SALES EXECUTIVE (APRIL, 2004)

JOB SCOPE: SALES

- Conduct market research on the targeted prospects that were previously accumulated, existing, later newly acquired, received or personally generated from various types of sources
- Cold calling aka. Telemarketing/Telesales (Consist of persistence follow ups via different types of media for e.g. phone calls, emails etc and making appointments)
- Using the Excel Sheets a client call reports will be created for before and after meeting of these prospects or clients for the understanding and pursuing in building a strong, confident, good trustworthy business relationship with the prospects or clients at first meetings/appointments, follow ups and after sales services..
- Preparing and delivering a high level presentation at the prospects premises/offices.

**OPPORTUNITY
CREATED /WORKED ON
& MANAGE:**

- **EDS (KL)**
- **DUPONT (SELANGOR)**
- **BANK MUAMALAT (KL)**

COMPANY: E &O HOTEL (PENANG)

POSITION: SALES PROMOTION CONSULTANT

PRODUCT: HOTEL MEMBERSHIP CARDS

JOB SCOPE: SALES (TELEMARKETING/TELESALES)

- Cold calling aka. Telemarketing/Telesales (Consist of persistence follow ups via different types for e.g. phone calls, emails etc of media and making appointments)
- Assisting new sales promotion Consultant on their new job functions

- Only upon request we also do face to face presentation of the package consist within the membership card and provide them a tour of the different types of rooms/suites and other facilities in the hotel
- After sales services, which means continuously building good relationship and trust with existing and new clients by assisting the members if they have difficulty in understanding the usage of the benefits that is stated on the vouchers, continuously furnishing them with new promotions, in case to case provide them with special privileges for example, negotiating with the sales/reservations/front office departments of the hotel, in upgrading the clients to a better/bigger rooms, a free exclusive buffet dinner for two etc.
- When required assisting the Customer Service Department on taking reservations.

COMPANY: PAN GLOBAL REGENCY (KUALLUMPUR)

POSITION: MANAGEMENT EXECUTIVE

PRODUCT: SUITES (ROOMS)

JOB SCOPE: BUSINESS DEVELOPMENT MANAGEMENT

- Cold calling aka Telesales/Telemarketing (Consist of persistence follow ups via different types of media for e.g. phone calls, emails etc and making appointments)
- Physically presenting or show the different types of rooms to the existing clients and new clients.
- Delegating jobs to Sales Executives that is under my supervision.
- Representing the management, in handling the guest and/or the public of any matters relating to the operations.
- Cultivates and maintain close relationship with all guest more so the VIP or regular/repeated guest/guests at all times with the view to ensure that they are will be taken care.
- Fully responsible and/or during emergency/emergencies in the absent of the Division Head.

Expected Salary : RM 18,000/- not inclusive of benefits
(Open for Discussion)