

Xavier Teo

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<http://www.linkedin.com/in/xvrteo/>

SKILLS AND STRENGTHS

- Core Competencies include:
Business Development, Strategy Consultancy, Partnership Activation, Account Management, Training and Workshop Delivery, Gamification Strategy, Social Media Marketing, Press and Media Relations.
- Technical Proficiencies include:
Microsoft Office Suite, Lithium Social CRM Platform, Lithium Social Web, Salesforce, Google Apps such as Docs, Analytics and AdWords, project management tools such as Basecamp and Asana.
- Fluent in English and Chinese Mandarin.

EDUCATION

University of California, Berkeley (<http://www.berkeley.edu>)
Bachelor of Arts in Mass Communications

PROFESSIONAL EXPERIENCE

TIX Group – Singapore (<http://tix.com.au/>)
Strategic Partnerships Director, Asia – Jan '17 to Present

- Develop and execute successful Asia market entry and growth strategy for Australia and New Zealand's leading discount ticket specialist.
- Oversee the identification, evaluation, development and management of partner relationships with companies such as Citibank, Standard Chartered Bank, KPMG, and Ernst & Young.
- Structure and negotiate partnership terms and agreements.

Jingo & Friends – Singapore (<http://www.jingopost.com>)
Co-Founder and Equity Partner – Apr '16 to Present
Chief Growth Officer – Apr '16 to Jan '17

- Manage media creation team to develop high quality and proprietary content for Asia market.
- Research, identify and manage partnership opportunities with consumer retail brands.
- Develop and actualize business growth and social media strategy: As of September 1, 2017, the FB page is garnering a monthly average of 4,000 new likes and 67,000 post engagements.

Lithium Technologies – Singapore (<http://www.lithium.com>)
Principal Strategy Consultant, APAC – April '14 to December '15

- Plan and deliver all new launch and ongoing strategy consulting services in APAC to improve customers' marketing and/or customer care operations using Lithium's SaaS platforms.
- Build strong executive relationships with customers and partners, which directly contributed to the APAC team tripling its ARR during my tenure.
- Co-manage all APAC accounts such as StarHub (Singapore), Indosat (Indonesia), AmBank (Malaysia), and Ford Motor Company (Australia).
- Develop and conduct onsite and remote training for all new community launches in APAC including but not limited to DTAC (Thailand), AMP Capital (Australia), Commonwealth Bank (Australia), and Bank of New Zealand (New Zealand).

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FutureBrand (Interpublic Group) – Singapore (<http://www.futurebrand.com>)

Senior Commercial Manager – August '13 to March '14

- Manage and lead commercial team to identify new business opportunities across APAC to achieve revenue targets; average spend of an end-to-end branding solution is 1 million USD.
- Play a key role in the bid proposals process, which includes the coordination of resources, collation of critical information and preparation of final bid documentation.
- Prepare and customize client presentations and client scoping sessions.

MediaCo Marketing – Singapore (<http://www.mediaco.asia>)

Regional Business Development and Account Manager – October '11 to August '13

- Manage and lead APAC sales team in creating new business opportunities with companies such as Servcorp, Michael Page International, Euler Hermes, and The Sloane Clinic; doubled client base in less than a year.
- Develop, deliver and negotiate all proposals and contracts for the region.
- Cultivate and strengthen client and partner relationships through regular communications and travel.

Ceylon Road Productions – Singapore (<http://www.jasoneng.com>)

Co-Founder and Business Development Director – July '05 to July '08

- Build key customer relationships and cultivate new business opportunities with clients, such as United Nations, INSEAD, J. Walter Thompson, Dom Perignon and BBC New York Productions.
- Develop strategies to identify and exploit routes to market in Southeast Asia.
- Develop, coordinate and participate in new business presentations.

ORGANIZATIONS

Berkeley Club of Singapore (<https://international.berkeley.edu/club/singapore/home>)

Advisor, Executive Committee – September '16 to September '17

Vice President – November '15 to September '16

Communications and Social Chair – August '12 to November '15

PUBLICATIONS

Teo, Xavier. "Untapping the social media potential." Singapore Business Review 1 December 2011: <http://sbr.com.sg/media-marketing/commentary/untapping-social-media-potential>

ADDITIONAL INFORMATION

- United States citizen with management and leadership experience in APAC.