

# Curriculum Vitae

<b>Personal Particulars</b>	
First Name	Yim Cheng
Surname	Siew
Organisation	JTC Corporation
<b>Education</b>	
B.Eng Electrical & Electronic (First Class Hons), National University of Singapore Executive Management Program, National University of Singapore Cybersecurity – Executive Education, Harvard Kennedy School	
<b>Experience</b>	
<b>JTC Corporation, Chief Information Officer</b> <ul style="list-style-type: none"><li>• Digitisation of the business - conceptualised, designed and delivered enterprise business applications integrating latest technologies in IT and engineering – big data, cloud, analytics, 3D geo-spatial, biometrics, mobility, sensors &amp; internet of things. Multi-million dollar applications such as Real Estate Management, Facilities Management, Physical Security &amp; Operations Centres, Geo-spatial Data and Visualisation, Customer/Partner-centric Mobile Applications, Biometrics Access Checkpoint, Estate-wide Energy Optimisation with Big Data and Cloud Analytics.</li><li>• Transformation of Corporate IT - SAP HR, Finance, Project Management, eProcurement and Contracts Management.</li><li>• Enabled a Knowledge-based organisation with collaborative knowledge management, centralised digital information management with Evidence Act certification and mobile-enabled the workforce.</li><li>• Structured IT Security and Corporate IT Governance incorporating policy, technology and awareness.</li><li>• Management of IT Operations with virtualised Datacentre, Disaster Recovery for mission-critical applications, effective backup and storage driving zero downtime and reliable business continuity.</li><li>• Member of Smart Nation Integrated City Planning (ICP) Technology and Governance Committee.</li><li>• Member of Jurong West District Working Committee to drive Smart initiatives in the new estate.</li><li>• Member of Next Generation Port (NGP) Working Committee to drive greater port performance, productivity and sustainability.</li></ul>	

### **Microsoft Singapore, Senior Director, Enterprise & Partner Group**

- As Group Sales Director, grew the Singapore Enterprise business (US\$87Mil) 30% year on year. Microsoft Singapore attained the Top Growth Subsidiary for Enterprise business in the Worldwide Medium Matured Cluster of countries.
- Grew a matured Singapore Public Sector business 24% annually for 4 years.
- Bid Director for the Microsoft win of the then largest government outsourcing tender (Standard Operating Environment S\$1.2Bil). Created the first Government-Microsoft Direct Licensing Agreement.
- Designed and executed collaborative sales plans and marketing strategies with key Microsoft partners.
- Awarded Microsoft's highest recognition - Microsoft Circle of Excellence Platinum Club 2009
- Microsoft Tier 1 High potential - Top 4% Microsoft Worldwide for 3 years 2007-2009
- Gold Star Award 2007 – recognition for key contributors and top performers who have high potential in the business.
- Microsoft Asia Top 50 (APAC, Greater China and Japan) 2002
- Member of MOH council – Employer's Alliance for Mental Health.

### **Microsoft APJ, Director, Business Management, Communications Sector (Asia Pacific, Greater China and Japan)**

- Directed all sales operations - finance, marketing, customer satisfaction and skill readiness of APJ teams focused on the Telecoms, Media and Entertainment sectors.
- Gold Star Award 2005 – recognition for key contributors and top performers who have high potential in the business.

### **National Computer Board, Assistant Director, Industry Promotion and Manpower Division**

- Promotion of Singapore as the choice location for investment by IT MNCs. Secured the biggest investment by software MNC into Singapore – the transfer of Microsoft Asia Pacific Operations from Japan to Singapore which led to the setup of the whole regional sales and marketing operation in Singapore.
- Started the Local Industry Upgrading Program to establish win-win business partnerships between IT MNCs and the local IT companies.
- Steered IT companies to develop applications for IT2000 and Singapore ONE broadband vision.
- Expert Systems (Artificial Intelligence) Instructor and business consultant at the Japan-Singapore AI Centre.
- Software Developer - built a pc-fax product - proFAX, marketed locally and abroad.
- Awarded Tan Kah Kee Young Inventor's Award 1989, for proFAX

### **Professional Affiliations**

President, NCB Society  
Council Member, IT Management Association  
Member, IT Function Committee, Singapore Manufacturing Federation  
Certified IT Project Manager (CITPM), Singapore Computer Society

