

## NBS Focus Point: Transformational Thinking – Strategies for Success in a Changing World



**Panelist:**

**Mr Terry Smagh**

Executive Leader (Cloud & Analytics, Asia Pacific)

IBM Singapore

Class of 2015, Executive MBA

Seasoned Sales & Data Analytics Executive with 17+ years of broad international experience leading cross-functional teams for expansion & entry into domestic & international markets, Terry industriously build globally competitive brands through purpose-driven, penetration focused marketing strategies that aim to drive partner excitement and incentivize purchase, leading sales revenue and profitability to unsurpassed levels.

His expertise lies in: Data Analytics & Competitive Intelligence | Strategic Alliances & Channel Partner Development | Tech Start-Ups, Growth & Transformation | Key Account & Pipeline Management | Channel Conflict Mechanism | Enterprise Sales Software Solutions | P&L Management | Sales Enablement | Sales Productivity | Solution Selling

He has a passion for enterprise technology and a natural entrepreneurial affinity to build successful start-ups and has established 3 software companies out of Singapore with Stellent, Hyperion & Qlik, all of which had successful IPOs and were listed on the US stock exchange.

Terry has demonstrated success in

- Brand Advocacy, Thought Leadership, Key Influencer and Subject Matter Expert Consulting
- Delivering Operations / Sales in a Competitive and High-Performance Environment
- Building Strategic Relationships and Selling at CxO level through a strong Consultative Approach
- Collaboration across Functional Teams to engage, execute and close complex Sales Opportunities
- Excellent Business Evangelism, Powerful Negotiation and Executive Presentation Skills