

CLAIRE HUANG

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Summary: Strategic SaaS Business Development & Channel Partnerships Leader with 10+ years of experience across APAC, building and scaling go-to-market partner ecosystems in high-growth tech environments. Proven track record in onboarding and enabling Tier 1 partners, leading multi-year co-investment and licensing deals, and driving \$1M+/account ARR through joint business plans and performance-based growth initiatives. Track record of 95%+ renewal and 92%+ CSAT rates across mid-market and Tier 1 accounts.

Strong forecasting, commercial strategy, and platform adoption leadership across verticals including retail, tech, FMCG, and telco. Expert in cross-functional GTM execution across sales, marketing, and product teams. Proficient in performance forecasting, KPI alignment, and building insights-driven dashboards to optimise partner impact.

Professional Certificates: Oracle Cloud and AWS Cloud Essentials Certified. Cisco Cybersecurity certified, and currently pursuing IBM & ISC2 Cybersecurity Specialist Certification (2025), as part of enterprise up-skilling, to deepen domain fluency in corporate education and security, with focus on data risk, privacy frameworks, and compliant enterprise GTM to enhance technical fluency in security and distributed infrastructure platforms, and to elevate expertise in cybersecurity GTM across cloud and AI-native security platforms.

Key Skills: SaaS Sales & Consumption Models | Pipeline GeneraHon & Qualification | CxO Engagement & Solution Selling | Mid-Market & Commercial Accounts | New Logo Acquisition | GTM Strategy (Partner & Direct) MEDDPIC | BANT | SPICED | Salesforce-CRM | Tableau PowerBI Dashboard Tools | Customer Success Management | Strategic Sales Leadership | ROI Storytelling & Insights Dashboards | Digital Onboarding & Funnel Coaching | QBRs & Retention Strategy | Account Growth & Upselling | Hubspot Inbound Outbound | Partner Enablement | Cross-Functional Stakeholder Management | BI Tools | LinkedIn Sales Navigator | Oracle Cloud Essentials | Amazon Web Services Data Analytics | IBM Product Management Certified | Asana | Jira

Language: Native Fluency in English, Mandarin

Sales Methodologies: MEDDPIC (certified), SPICED, Challenger Sales, SPIN Selling, Value Selling, BANT, Sandler (trained), Command-of-the-Message, Salesforce Trailblazer

WORK EXPERIENCE

Apple (South Asia) Business Development Manager (Offer & Affordability for South Asia)	Singapore
<div><ul style="list-style-type: none">Highlights: consistently achieved 128% - 293% over quota attainment, (averaging 206% over quota attainment) by spearheading onboarding and GTM alignment of key telco and retail partners across SG, TH, MY, VN, ID, and PH.Key Accounts and Customer Success Management: Owned sales funnel diagnostics and insight generation to ensure long-term adoption and upsell opportunity identification. Led renewal planning and commercial alignment across over 30 strategic accounts in SG, TH, MY, VN, ID, PH, achieving 95%+ retention and NPS more than 80Led sales roll-out of Apple Internal SaaS — Trade-In Diagnostic Software Tool: Defined KPI dashboards and partner success metrics across internal SaaS deployments (Trade-In Diagnostics platform), scaling usage across six markets in Apple partner network; major B2B Enterprise Partners (AIS-TH telco, Switch-Malaysia etc), ensuring seamless integration (IT, operations, marcom team etc), adoption and post-adoption success tracking.Post Sale: Co-led the post-sale renewal, upsell opportunity identification and expansion strategy of Apple’s internal SaaS Trade-In Diagnostics platform across enterprise telcos and retail partners, driving new use case adoption and partner stickiness. Drove co-marketing strategy and joint GTM launches, working with regional sales, marcom, and product ops to ensure coordinated execution.Delivered weekly forecast reports and partner health tracking dashboards to Apple global, unlocking insights for revenue and risk mitigation. Regularly presented performance metrics and insights during regional stakeholder QBRs, enabling faster commercial decisions and improved channel cadence.Contributed strategic input to APAC affordability roadmap and worked with HQ on global GTM iterations for emerging markets.Partnered with all APAC telco and regulated enterprise clients across SEA to deliver secure, compliant digital onboarding solutions and GTM strategies. Negotiated offer terms and partner incentives in digital affordability programs to optimise direct conversion across channel tiers. Facilitated partner negotiations for localisation, GTM rollout, and digital upsells with cross-functional input from sales, IT, and ops teams.Supported partner onboarding and continuous training on adoption metrics, platform updates, and ROI tracking dashboards. Contributed to global CS success metrics through structured QBR reporting, lifecycle value measurement, and digital financing offer iteration.Special Project on Business Intelligence <u>Product Manager for Business Development Business Insights Automation</u> - synthesised telco partners’ earnings calls, reports, etc., with IDC and Canalys data, to benchmark their performance vs Apple’s contribution to revenue, turning that into manual insights (then working with Engineering team to automate into dashboards) as intel for telco AMs’ QBRs.Generated and launched 2 ROI Insights dashboards with Business Process Re-Engineering team (built on SAP HANA, Snowflake, Tableau, PowerBI) for leadership showing direct platform impact on performance, cutting analysis time by 40% and 2 headcount, while driving key business decisions for Regional Programs, and Apple leadership — 40% faster insight-to-action cadence for Apple and Enterprise partners.Supported internal CRM-led GTM automation for partner onboarding across SEA; informed sales cadences and playbooks used by BDRs and AMs to improve Enterprise engagement.Drove regional rollout of SaaS diagnostic platforms supporting trade-in, retail credit, and digital onboarding; increased digital affordability adoption across SEA telco partners by 35%.Negotiated multi-year commercial terms and executed partner onboarding across SG, MY, PH, and VN to support regional payment tool adoption, partner co-investment, and product-market alignment.Built CRM-based dashboards to monitor usage, churn risk, and GTM alignment; insights used to inform executive QBRs and growth planning across B2B payment programs.</div>	<div><div>Date</div><div>11/22 – Present</div></div>
Origin Ventures Interim CEO to Deep Tech Ventures (Venture Builder)	Singapore
<div><div>Interim CEO & COO to Startups (Agri-Food Tech Startups – Nutriient: COO & Probiocient: CEO)</div><div><ul style="list-style-type: none">Highlights: drove 125% revenue attainment and raised \$500K+ for deeptech startups via GTM, channel partnerships, investor relationsLed end-to-end channel partnership development and GTM strategy across deep tech portfolio (Agri-food, AI, diagnostics), managing IP licensing, GTM strategy, strategic partnerships negotiations and regional co-investment negotiations, secured distribution LOIs, and defined commercialization strategies from ideation to brand launch.Owned full-cycle enterprise sales process including prospecting, pipeline building and velocity, CxO engagement, and solution selling. Built investor decks and led multi-stakeholder relationship management including funders, tech partners, and early adopters.Developed onboarding frameworks and commercialization playbooks for early-stage ventures to engage APAC enterprise partners. Created and tracked KPIs aligned to investor and strategic partner goals, delivering 2x YoY revenue and full QBR transparency across partners.Key Accounts and Customer Success Management: Oversaw key enterprise accounts growth across deep tech verticals, achieving 2x YoY revenue and 100% stakeholder satisfaction in Quarterly Business Reviews (QBRs)</div></div>	

Origin Ventures experience continued		Date
<ul style="list-style-type: none"> Acted as key liaison between founders, funders, and commercial partners to align incentives and build scalable GTM models. Partnered with institutional funders and B2B clients to drive platform adoption and feedback loops. Developed account engagement frameworks to ensure recurring value capture and platform satisfaction. Led joint planning and execution of partner campaigns, performance tracking, and Salesforce-driven business reviews with stakeholders. Mentored internal teams and external channel partners on deal velocity, value selling, and GTM best practices. Co-led stakeholder enablement sessions, supported executive QBRs and CSM best practice showcases. Closed high-velocity SaaS deals on a monthly cadence across SMB and mid-market accounts in Singapore and the Philippines, driving 40%+ MoM pipeline conversion uplift through tailored outbound campaigns. Spearheaded consultative discovery with growth-stage tech clients using SPIN, Challenger, and BANT methodologies to align product value with buyer goals and shorten sales cycles. Built and executed full-funnel GTM strategy targeting early-stage companies in the CX and fintech segments; achieved 120% attainment on monthly revenue goals across multiple quarters. Utilised Salesforce, Outreach.io and Gong.io and HubSpot CRM and automation workflows; tracked full sales funnel metrics and velocity indicators to improve lead prioritisation and forecasting accuracy. Applied consultative frameworks including Challenger, SPIN, BANT, and Sandler methodology to navigate complex stakeholder landscapes and drive value-led conversations in SMB and mid-market accounts. 		09/21 – 10/22
The Shake Affinity Pte Ltd <i>Head of Business Development & Key Accounts Director</i>		Singapore
<i>Business Development, Revenue Strategy, Key Accounts Director selling Enterprise SaaS solutions to Forbes 500 or equivalent accounts</i>		Date
<ul style="list-style-type: none"> Highlights: Managed full-cycle renewals and expansion across 30+ enterprise SaaS accounts with 92% renewal rate and 4.8/5 CSAT score. Negotiated multi-year contracts with Tier 1 clients (e.g., Singapore Airlines), including upsell/cross-sell motions that exceeded \$1M ARR annual contract value; scored 7-digit, 3-year deal with Singapore Airlines — exceeded quotas by 130% via upsell, renewal, and value tracking. Spearheaded new revenue initiatives for clients by tailoring SaaS tools to improve customer experience journeys, and launched co-marketing and co-investment collaborations with partners to amplify engagement and deliver measurable performance metrics. Pipeline Building: Ran a hybrid inbound/outbound sales motion targeting SMBs and regional marketing teams; consistently hit monthly closing targets with over 110% quota attainment across APAC. Managed a high-volume deal pipeline across short (30–45 day) sales cycles, using BANT qualification to streamline discovery and improve lead quality. Delivered CRM-driven sales reports and deal forecasts using HubSpot and Salesforce, collaborating with marketing and operations to refine campaign attribution and deal velocity. Delivered accurate quarterly forecasts using Salesforce and BI tools, supporting revenue planning and risk analysis with senior leadership. Led GTM of New Revenue Stream: Managed full-cycle B2B sales and post-deal delivery across Fortune 500 companies, including Hospitality-aligned enterprise clients, FMCG and tech clients including Nestlé, Lazada, and Pokémon. Delivered Salesforce-driven insights and business reporting for CxO-level reviews, and partnered with marcom teams on direct conversion campaigns. Executed full sales motion from outbound prospecting, qualification, to closure and post-sale upsell, ensure pipeline building and velocity Key Accounts Management and Customer success Management Partnered with CSMs and sales engineers to align commercial renewal strategy, technical onboarding, and platform usage metrics. Developed and scaled value-selling playbooks tailored to digital, hospitality, and FMCG verticals. Mentored junior CSMs and BDRs on GTM cadence, client success frameworks, and SaaS upsell planning. Orchestrated co-investment strategies with manufacturing partners, completing due diligence, KPI modeling, and partner onboarding. Revenue closing sales experience consistently exceeding quota of \$1M+, captured several new Forbes 500 accounts by tailoring SaaS solutions to specific brand/marketing goals; also recognised by the company as closing the largest deal in Q3 with a 3 year contract. Proven success in accurately forecasting targets, over-achieved quarterly and annual sales targets. Closed \$1M+ in Enterprise SaaS contracts annually at accounts like Nestle and Lazada; exceeded individual sales targets by 20% with strategic upselling and cross-selling initiatives. Spearheaded co-investment strategy with a major manufacturing partner, including deal strategy, review targets KPIs, commercial due diligence and financial modelling to support joint venture growth. Developed and pitched enterprise solutions tailored to brand and marketing goals, integrating tech, payments, and customer experience. 		04/15 – 12/21
Smoov Lab Pte Ltd <i>Co-Founder</i>		Singapore
<ul style="list-style-type: none"> Newly launched sideline initiative to be a curated platform bringing award-winning and hi-tech home-use beauty devices that deliver salon-grade results to the masses following surging trends amidst the stay-home norm during COVID-19 Spearheaded business ideation, market research and global trends. Led overall brand and growth strategy. 		2021 – 2022
Rever Goods <i>Co-Founder (Former), Freelance Consultant (Current)</i>		Singapore
<ul style="list-style-type: none"> Managed company exposure multiple platforms, achieved 30% growth in online exposure at CPM of 0.08 Led market research, competitor analysis and market positioning amongst top 10 local competitors. corporate client servicing, accounts and distribution channels. Co-developed corporate workshop syllabus and conducted sessions for corporate clients. 		2015 – 2021
EDUCATION		
Nanyang Technological University – completed Master's Degree and Bachelor's Degree		Singapore
<i>Master's in Technopreneurship and Innovation - Business, Bachelors of Science - Psychology</i>		
Research Highlights: Harvard Business School Innovation & Entrepreneurship Publication <i>Building the Entrepreneurial Mindset and Case Study</i>		
MISCELLANEOUS		
Language	English, Mandarin	
Skills	Venture Building, Business Model Canvas, Lean Start-up Methodology, Statistical Package for Social Sciences (SPSS), Microsoft Word, Excel, PowerPoint, Outlook, SAFe for Teams, Tech SaaS Sales Experience, MEDDPIC Certification, BANT & SPICED methodologies, Salesforce	
Leadership	highly competent in complex enterprise SaaS sales, business analytics, strong written and verbal communication skills, analytical, creative problem solving abilities, interpersonal collaboration	
Interests	Reading, personal growth and development, bartending, gastronomy. Recreational mahjong, poker with cliff jumping, parasailing, bungee jumping and skydiving on the bucket list. Occasional pilates, spin, and trying out dance.	