

# TENG KAI XIAN

SENIOR PRODUCT MANAGER



## CONTACT

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## KEEP IN TOUCH

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## LANGUAGES

English • Mandarin  
Malay • Cantonese

## ABOUT ME

Results-driven Senior Product Manager recognized for exceptional analytical abilities, strategic thinking, and clear communication. Demonstrated success in identifying market opportunities and delivering impactful projects. Eager to contribute my expertise to a demanding managerial or consultancy position that fosters innovation and professional development.

## EDUCATION

2011 - 2014

### BACHELOR OF INFORMATION TECHNOLOGY

Multimedia University

Major in Software Engineering.

CGPA: 3.32

2008 - 2010

### DIPLOMA IN INFORMATION TECHNOLOGY

University Tun Abdul Razak

CGPA: 3.87

Award: Faculty of Information Technology Diploma Course Best Student Award 2011

## EXPERIENCE

2020/03 - Present **SENIOR PRODUCT MANAGER**

ServiceRocket

Responsible for leading the exploration of new platform markets to introduce impactful products and expand the company's product portfolio.

2016/09 - 2020/02 **PRODUCT MANAGER**

JobStreet (aka. SeekAsia)

Own and manage the product backlog for a key stream in the product management team, playing the role of Product Manager in an agile environment.






2014/09 - 2016/03 **SOFTWARE SUPPORT SPECIALIST**

Dassault Systemes Innovation Technologies

Expertly analyze and resolve complex technical issues across a global portfolio of individually customized Quintiq applications.

## SKILLS

### Soft Skills

Strategic Product Vision   
Product Management   
Team Leadership   
Marketing Data Analysis   
Technological Literacy 

### Professional Certifications

✔ ICP Agile Project Management  
✔ ICAgile Certified Professional  
✔ Marketo Certified Expert  
✔ Atlassian ACP-620  
✔ ITIL (R) 2011 Foundation

## WORKING EXPERIENCE

2020 Mar – Present

### ServiceRocket Sdn Bhd

Senior Product Manager

- **Strategic Market Exploration:** Lead the exploration of new platform market opportunities to identify unmet customer needs and potential product directions.
- **Product Portfolio Expansion:** Drive the strategic growth of the company's product portfolio through the conceptualization and delivery of innovative products and features.
- **Product Growth & Success:** Assume full responsibility for the growth, market adoption, and overall success of assigned products throughout their lifecycle.
- **Market Analysis & Insights:** Conduct in-depth market research, competitive analysis, and customer analysis to inform product strategy and identify key differentiators.
- **Product Vision & Roadmap Development:** Define and communicate a clear product vision, develop comprehensive product roadmaps, and prioritize features based on strategic alignment and market opportunity.
- **Product Lifecycle Management:** Oversee all stages of the product lifecycle, from ideation and development to launch, iteration, and potential retirement.
- **Cross-Functional Team Leadership:** Lead and collaborate effectively with engineering, design, marketing, sales, and other cross-functional teams to ensure successful product development and launch.
- **Data-Driven Decision Making:** Define and analyze key product metrics, generate actionable insights from data, and make informed decisions to optimize product performance and drive growth.
- **Market Entry Strategy Development:** Strategize and define effective go-to-market approaches and entry strategies for new platform markets and product launches.
- **Stakeholder Management:** Effectively communicate product strategy, progress, and results to internal and external stakeholders, including senior leadership.
- **Pricing & Positioning:** Contribute to the development of effective pricing strategies and product positioning to maximize market penetration and profitability.

2016 Sep – 2020 Feb

### JobStreet Sdn Bhd (aka SeekAsia)

Product Manager

- Own and manage the product backlog for a key stream in the product management team, playing the role of Product Owner in a scrum environment.
- Gather, write and maintain functional requirement specifications in collaboration with internal stakeholders, ranging from product management to software development, quality assurance, and others.
- Drive tangible results by facilitating collaboration between teams and be the driving force that pulls people together to achieve the best outcomes for external / internal users
- Work remotely with product delivery team based in ShenZhen, China to deliver continuous result in an Agile manner.
- Evangelize company products, features, and vision across the entire organization, communicating clearly and effectively with stakeholders of all levels located in Australia and APAC countries.

- Play a key role in product discovery to ensure we are building usable, valuable and feasible products that suit customers' needs.
- Work with Regulatory Compliance, Legal and Government Affairs teams on resolving and mitigating issues relating to product regulatory requirements
- Develop & execute localization solutions that are feasible, scalable and cost effective to ensure products meet 100% of the in-country regulations and local market needs.
- Build relationships and support other Product streams in their mission to build amazing products
- Stay abreast of industry and competitor trends, and share insights and learnings across the group

2016 Apr – 2016 Sep

### Dassault Systemes Innovation Technologies (aka. Quintiq)

Marketing Analyst Programmer

- Implementation of marketing campaigns in Marketo, a marketing automation platform with a rule modelling interface.
- Perform analysis and reporting on campaign effectiveness based on different levels of execution. Ensure tracking capabilities on campaign implementation.
- Work with team members to ensure deliverables meet the high levels of quality and requirements, and to contribute analysis and feedback to aid in higher level decision making.
- Implement and maintain email- and landing page templates. This includes HTML and CSS.
- Support data quality projects on marketing data.
- Implement additional scripting to online pages using jQuery and other JavaScript functions.
- Create external integration solutions to Marketo when required, using web-hooks and REST/SOAP API.

2014 Sep – 2016 Mar

### Dassault Systemes Innovation Technologies (aka. Quintiq)

Software Support Specialist

- Analyze and resolve dynamic technical problems from various individually customized Quintiq applications
- Provide technical solutions and advices to customers, partners and colleagues around the globe
- Collaborate with internal experts worldwide to discover technical solutions
- Contribute to the Quintiq technical knowledge base with new findings

2013 Mar – 2013 Jun

### JobStreet Sdn Bhd

Internship Trainee

- Use web technologies such as JavaScript, PHP and MySQL to develop web application.
- Participate in product prototyping, wireframing and mockup development.

- Learn new design patterns, web languages, front-end technologies & backend server technologies.
- Define new product with new technology and innovations.
- Experience on analytic tools, SEO, user research and usability testing.
- Explore on mobile app design & responsive design.

## ACHIEVEMENTS

2020 Mar - Present

### ServiceRocket Sdn Bhd

Senior Product Manager

- Spearheaded market entry into the Miro App Marketplace by strategizing and partnering with Miro as one of their initial technical partner.
- Conceptualized, planned, developed, and launched "Salesforce for Miro" on the Miro Marketplace, achieving 2.1k user acquisitions and maintaining a 4.1/5 star average rating within the first year.
- Conceptualized, planned, developed, and launched "Autodesk for Miro" on the Miro Marketplace, acquiring 1.3k users and achieving a high average rating of 4.6/5 within the first year.
- Collaborated with directors to co-design a tiered board-based pricing model adopted for all Miro applications.
- Led the rapid development and launch of a Miro Licensing System integrated with Chargebee in under one month to support the new Miro apps launching.
- Pioneered entry into a new Google Add-ons market segment with the "Attendance Taker" CSR-based app, achieving significant traction with 1 million users and a 4.2/5 star rating to date.
- Successfully managed and delivered the "whiteboards.io Miro migrator" app and maintained the strategic partnership with AppFire.
- Oversaw the successful handover of 4 Atlassian Apps to AppFire, contributing to a larger acquisition deal valued at \$20 million.
- Successfully transitioned into a Project Manager role to deliver critical projects, including the KNAPP BPMN diagramming Miro app, completed in the first 4 weeks for \$40k.
- Supported company Center of Excellence (COE) changes by developing strategic products, such as "HubSpot for Miro," to directly support the Growth team's objectives.
- Developed and implemented training processes and runbooks to onboard new Product Managers and standardize best practices within the PM team.
- Collaborated and refined the "Product Trio" process to enhance collaboration and workflow efficiency between Product Managers, Engineers, and Designers.
- Led the analysis, decision-making, and execution of the retirement for at least 5 legacy Atlassian products.

2016 Sep – 2020 Feb

### JobStreet Sdn Bhd (aka SeekAsia)

Product Manager

Job Ad QC automation– Complied to the local Singapore Government TAFEP practise and reduced QC flagged job ad count for all JobStreet countries.

20.5% for SG, 21.5% for MY, 56% for PH (YOY), and 94.9% (YOY) for ID.  
Time saving for approximately 156 hours per month in QC-ing Job Ad.

Package outside of Bangkok – Activated 424 packages (trial + paid) on jobsDB in 2 months.  
Total single package revenue as of June 2017: THB 99K and growing.  
Incremental of 2078 total job ads posted via this package in the first 2 months.

Single Finance System – Cost saving of approximately RM37.7K / HKD68.5K of operating cost (license fee, maintenance fee) per annum.

Other benefits included:

1. Supporting more finance users across the JobStreet and jobsDB.
2. Enabled more features to speed up the finance process, eg. Receipt/CN allocation, multiple fixed asset book, attachment supported in journal, Jet report which compatible with BI reporting platform.

JomPAY – Enabled a new payment option for Hirer which is supported by 40 banks in Malaysia and projected saving up to RM30,498 transaction cost per annum.  
Achieved 5.2% adoption rate as of June 2017, in just 2 weeks time.

Faktur Pajak automated email – Saved estimated of 7 working hours per day for JobStreet Indonesia Finance user. Helping 59 customers daily for their WHT cert application.  
Taking RM5000 as the average salary of a Finance Admin role, we are saving projected cost of RM4500 per month.

SEEKAsia customer sourcing tool – Unifying JobStreet and jobsDB customer sourcing tool into a streamlined tool. Currently supporting all 7 countries, sourcing average of 49472 customer per day.

Call-queue enhancement – Implemented the web enquiry quick access with notification and contributes average of 88 usages per day in all countries. Increase of average usage of 20.8%.

Login & Process email – Proactively engage jobsDB Hirer to login and process application with our platform.

Conversion rate for HK – 9.3%, SG – 4.7%, TH – 2.62% and ID – 11.71%.

SST Implementation - - Recovered MYR 235K from the SST reconciliation tax as of 20 Dec 2018.  
Achieved 23% from the set target of 1 million MYR.

JobStreet Employer Site registration widget –Increased the visit to register conversion rate for 93% in Philippines, 25% for Singapore and 20% in Malaysia within the first 30 days or release.

2016 Apr - 2016 Sep

## Dassault Systemes Innovation Technologies (aka. Quintiq)

Marketing Analyst Programmer

- Designed and developed a poll management system for the poll question management and integrated with 3DS SSO login.
- Succeed a few re-engagement campaign through email nurturing campaign for South East Asia segment by using Marketo and Salesforce.

- Developed a blog management system for customer nurturing campaign.

2014 Sep – 2016 Mar

## Dassault Systemes Innovation Technologies (aka. Quintiq)

Software Support Specialist

- Supported up to 8 international business units which consists of great many multi-billion companies to keep their daily business operation running.
- Involved in the 24/7 support transforming process that results in about 30% out of the 2015 total annual profit.
- Trained more than 6 independent technical operation consultants to work for 24/7 support.
- Acted the role of Quality Assurance for Quintiq Specialist (QA/QS) in Thyseenkrupp System Engineering (TKSE) upgrade project to coordinate, examine and prioritize the process. Also provide technical support to the application consultant.
- Acted the role of Quality Assurance for Quintiq Specialist (QA/QS) in Walmart upgrade project to coordinate, examine and prioritize the process. Also provide technical support to the application consultant.
- Acted the role of Quality Assurance for Quintiq Specialist (QA/QS) in United Aluminium upgrade project to coordinate, examine and prioritize the process. Also provide technical support to the application consultant.
- Designed 24/7 live summary dashboard, enable the overview of the current support desk (SCP).
- Refined and exercised the process of System Healthcheck service.
- First runner up in the 2015 Quintiq Innovation Day with the Support Collaboration Suite product.

2013 Mar – 2013 Jun

## JobStreet Sdn Bhd

Internship Trainee

- Migrated, designed and programmed the JobStreet.com “career resources” section for six countries (Malaysia, Singapore, Thailand, Vietnam, Philippines, Indonesia) to WordPress CMS with multisite installation.
- Designed and injected an activation page with top company’s job suggestions for JobStreet Thailand and Vietnam.
- Developed a “Thank you card” feedback collect system to assist in product development process.
- Developed a “Login with Facebook” prototype powered by graph database.
- Developed the AJAX drag and drop photo uploader prototype for the New Job Ad Page.
- Designed a brand new EDM template which is still using now.