



Terrence Shan

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**APAC professional Enterprise Sales Leader | New Business Development | Key Account Management
in Market Research/Business Intelligence, Consulting, Technology and Professional Services**

Profile Summary

Key professional skills include:

- **Track record:** 20+ years of experience in sales and new business development
- **Growth Strategy:** Drove new ways to create new products and revenue streams, gained market shares and maximizing profits.
- **Cross-Functional Leadership:** Experienced in running profit centers - responsible for P&L, budgeting and forecasting; sales & marketing; market research & consultancy.

AREAS OF EXPERTISE

- ✓ Sales Team Leadership
- ✓ Contract Negotiation
- ✓ Lead Generation

- ✓ New Business Development
- ✓ Revenue Growth
- ✓ Marketing & Client Relations

- ✓ Key Account Oversight
- ✓ Product Management
- ✓ Distributor Relations

PROFESSIONAL EXPERIENCE



Analysys Mason (A UK company)

Head of Sales, APAC
Hong Kong - Remote

November 2012- January 2023 | 10 yrs, 4 mos

Analysys Mason's telecom qualitative and quantitative research covers consumer and enterprise services, as well as the software, infrastructure and technology underlying those services. The company is based in London, UK

Key Undertakings

Achievements

- Demonstrable client facing sales leadership, leading a team to winning new business in different markets across the region
- Grew and managed company's core business (both syndicated and consulting research) in APAC
- Increased 500% in Annualised Recurring Revenue (ARR) of the research and consulting business
- Contributed to the broader commercial strategy including; new service development, marketing and sale
- Spearheaded all reseller strategy and networks in Japan, South Korea and Taiwan.

Recognitions

As Global Account Manager of Huawei Technologies, I developed, grew and managed this account from \$0 business value (in 2014) to more than GBP1M within three years

**ABI Research (A US company)**

Sales Director Asia Pacific,

Hong Kong - Remote

March 2010 – October 2012 | 2 yrs, 8 mos

ABI Research is a market intelligence company specializing in global communications & IT markets. The company is based in New York, USA

Key Undertakings	<u>Achievements</u> <ul style="list-style-type: none">• Provided leadership and strategic direction to the company's A/P practice.• Grew and managed company's business (both syndicated and custom consulting research)• Identified potential new business opportunities in A/P• Managed existing and new business to increase sales volume• Developed and managed reseller networks in Japan, South Korea and Taiwan.
	Recognitions <ul style="list-style-type: none">○ Achieved 100% of 2010 Quota with US\$1MM bookings○ Achieved 102% of 2011 Quota with US\$1.5MM bookings

**Pyramid Research - now Global Data (A UK company)**

Sales Director, APAC

Hong Kong - Remote

July 2007 – October 2009 | 2 yrs, 4 mos

Pyramid Research provides market research and consultancy in the telecommunications, media and technology industries for over 100 countries. The company is based in London, UK

Key Undertakings	<u>Achievements</u> <ul style="list-style-type: none">• Developed and managed all major accounts in Asia/Pacific,• Supported agents in Japan, Korea, Taiwan and SE Asia.• Identified new business opportunities, particularly in consulting projects in the A/P region• Ensured company profitability• Directed A/P business operations
Recognitions	Established Hong Kong as their APAC head office.

**Forrester Research, Inc. (A US company)**

Regional Sales Director, Asia Pacific

Hong Kong - Remote

October 2000 – July 2005 | 5 yrs, 3 mos

Forrester Research is the world's leading provider of strategic guidance and research on eBusiness and emerging IT technologies. Nasdaq-listed Forrester Research (FORR) is based in Cambridge, Mass., USA.

Key Undertakings	<u>Achievements:</u> <ul style="list-style-type: none">• Developed new businesses in Hong Kong, China, Taiwan, Malaysia, and Singapore• Identified new business opportunities in the above-mentioned markets• Led strategic planning and implementation• Managed overall operations of a sales and support office based in Hong Kong• Enabled regional profitability
Recognitions	Established Hong Kong as the company's APAC head office.

EDUCATION/CERTIFICATIONS

Strategic Value Selling and Strategic Value Management certifications, Holden Corp, USA

Computer programming, NUS

Singapore-Cambridge GCE "A" Levels

Singapore-Cambridge GCE "O" Levels

Updated July, 2025