
CHRIS CHAN

Business Development Manager

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PROFILE

A results-oriented BDM specializing in strategic account management with over 7 years of success in driving aggressive revenue growth. Proven track record of securing tier 1 clients such as Shangri-La Group and Ormond Group while optimizing internal processes through SLA standardization and structured selling. Adept in navigating complex sales cycles with sharp commercial acumen to deliver consultative solutions in complex B2B environments.

Core Skills

People management
Stakeholder management
Commercial acumen
Contract negotiation

Client relations
Structured selling
Strong interpersonal skills
Team leadership

EXPERIENCE

Business Development Manager, Forest Cloud Sdn Bhd

Dec 2024 - Present

- Doubled total portfolio revenue within the first 6 months by implementing a tiered account management strategy that prioritized high yield growth opportunities.
- Authored and integrated standardized Service Level Agreements, reducing legal friction and accelerating the sales to onboarding cycle.
- Negotiated and captured 5 high value key accounts in the Horeca sector, expanding the company's footprint in a highly competitive market.
- Developed a structured client onboarding and technical training program that ensured long term product adoption across all new accounts.
- Utilized structured selling techniques to manage the full cycle business development process, from lead qualification to final contract execution.

Sales & Marketing Manager, Sunrise Food Marketing Sdn Bhd

Sept 2022 - Nov 2024

- Orchestrated full-cycle sales operations, resulting in consistent revenue increase by 10%
- Developed and managed relationships with top-tier clients in the HoReCa industry, including Shangri-La Group, The Social Group and Ormond Group
- Led strategic sales planning and execution, improving market penetration and customer retention by 15%
- Spearheaded successful marketing initiatives, including the Porsche Dealer Excellence Award event

Product Consultant, EP Plus Group

July 2020 - Aug 2022

- #1 Sales Performer, consistently achieving 120% of sales targets for company's first in-house brand
- Achieved 200% sales growth within first 6 months
- Achieved 40% YTD growth in H1 2022
- Ranked 1st place in product growth for 2 SKUs in H1 2022

Sales & Marketing Executive, Sunrise Food Marketing Sdn Bhd

April 2018 - June 2020

- Increased client base by 30% within 1st year of joining
 - Led aftersales support, barista training, and client marketing assistance
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LANGUAGES

English

Native

Mandarin

Native

B. Malaysia

Highly Proficient

Cantonese

Conversational

EDUCATION

B. Sc (Hons) Biotechnology

UCSI University
2014 - 2018

SPM

Beaconhouse Sri Mumi
2009 - 2013
