GLEN TEOH

glenteoh@gmail.com | +65 9125 2695

Current Product Director owning several data delivery products. Experienced with B2B APIs and platforms, along with handling large datasets & influencing with or without authority. Not a dev but can code when needed (though mostly done to make my own life easier).

Experience

OAG Aviation Worldwide

Product Director | Product Management | Global

Apr 22 – Present

- Lead all aspects of product development for OAG's Flight Info suite of products.
- Plan and execute roadmaps, go-to-market, internal previews and other project items based on the product strategy and vision.
- Influence and partner with development teams, pricing, legal, finance, commercial and other parts of the business to ensure all business requirements as well as customer use cases are integrated into the final product.
- Gather feedback from customers and use cases via customer visits, calls or through account managers and support for prioritization in roadmap.

Onboarding Lead | Customer Experience | Global

Jun 21 – Apr 22

- Managed a global team of onboarding specialists to ensure customers can obtain value from all OAG products as soon as possible, with documentation or via calls/presentations when necessary.
- Coached and guided team members on product best practices, limitations etc so that customers can be informed during presale as well as post-sales.
- Ensured all onboarding KPIs such as time-to-operational, time-to-value and others are met for customers and the business and visible in Salesforce.

Customer Implementation Consultant | Customer Experience | Asia Pacific

Apr 19 – Jun 21

- Responsibilities were similar to the above, but as a team member instead of a lead.
- The key difference aside from seniority was that this role focused just on Asia Pacific as compred to a global responsibility.

Lufthansa Group Airlines

Digital Performance Analyst | Online Sales | Asia Pacific

Nov 17 – Apr 19

- Monitor online sales performance of Lufthansa, Swiss and Austrian airlines in APAC across desktop, mobile, apps, online travel agents, metasearchers and other sales channels with reference to airport/city O&D, operating carriers and other key performance factors.
- Create key findings, insights and sales opportunities based on competitor activity, market share, sales data, web KPIs and relevant macroeconomic factors.
- Identify sales trends and create revenue forecasts of the online sales channel for the region.
- Perform analysis of key performance indicators such as visits, conversions and funnel analysis with Google Analytics and WebTrends.

Digital Sales Expert | Online Sales | Asia Pac

- Create & manage web content on Lufthansa, Swiss and Austrian.com for 14 APAC markets to drive digital airline sales.
- Manage web tracking & online analytics for KPI measurements of sales actions.
- Drive online ticket sales using a combination of on-site promotions, newsletters, SEO and other digital media.
- Coordinate sales-oriented projects such as upsell campaigns, multivariate campaigns, promotion codes and other conversion-related activities.
- Create & manage live dashboards to monitor overall digital sales KPI.

Apr 15 – Nov 17

CNBC Asia Pacific

Digital Executive | Marketing | Asia Pac

- Created & executed digital marketing campaigns across the ASPAC region for CNBC Asia Pacific
- Copywriting for brand campaigns across digital and print media.
- Managed >$1M of advertising inventory across paid, bartered & house advertising networks.
- Conceptualized and developed e-newsletters, microsite and digital advertising for brand activities.

Sep 13 – Feb 15

Education

NANYANG TECHNOLOGICAL UNIVERSITY

Bachelor of Business
Marketing
Jul 10 – Jul 13

NYP

Specialist Diploma
Big Data Analytics
Sep 15 – Sep 16

I know my way around:

- Snowflake
- Atlassian stuff (JIRA, Confluence, Trello..)
- Salesforce
- Tableau, PowerBI
- Microsoft Office (Excel, Access, Powerpoint, the works)
- Amongst other things like Azure cloud, photoshop and useful everyday apps.

I am familiar with these languages:

- English
- Simplified Chinese
- SQL
- Python
- HTML/CSS/JS
- PHP
- VBA