

Contact

www.linkedin.com/in/chrisle0ng
(LinkedIn)
www.chrisleong.net (Personal)

Top Skills

Project Management
Strategy
Entrepreneurship

Languages

Chinese (Native or Bilingual)
English (Full Professional)
Malay (Native or Bilingual)

Certifications

Executive Data Science
Specialization
Operations Analytics
Customer Analytics
Accounting Analytics
People Analytics

Honors-Awards

Microsoft Most Valuable Professional
(MVP) - Client Development

Chris Leong

Director of Strategy
Selangor

Summary

An innovator who has extensive knowledge and experience in creating new technological products in the Financial Industry. Specialised in building regional businesses, government relationships and fund raising for tech companies

Specialties: application development, budgeting, business development, business operations, business plans, consulting, entrepreneurship, finance, fund raising, funds, government grants, management, marketing, Microsoft technologies, project management, public speaking, social media marketing, vc funding

Experience

Soft Space

Director of Strategy

October 2012 - Present (8 years 2 months)

Selangor, Malaysia

Soft Space is an award winning Fintech start-up that develops mobile based financial products. It's award winning MPOS solution is being used by the leading banks in South East Asia. Soft Space has more than 17 banking clients in 10 countries.

Role

Contribute to the growth of Soft Space since its inception to its regional expansion (10x growth). Currently involve in corporate development, raising capital and forming strategic alliance for the company. Help Soft Space raised a grant of USD5.6m from the Malaysian government to expand its R&D capabilities in 2013

DeliverEat

Mentor & Angel Investor

November 2012 - April 2016 (3 years 6 months)

The largest online food delivery company in Penang. Mentored the company in growing the business and assisted the start-up in raising their seed round.

Cradle Fund Sdn Bhd

Head of department - Commercialization

September 2009 - October 2012 (3 years 2 months)

Cradle Fund specialized in incubating and funding technology start-ups in the pre-seed and seeding stage. Notable companies that Cradle assisted during my stint there were CarList (Listed in ASX as iCarAsia), MyTeksi (renamed to Grab), iMoney and PiktoChart.

My responsibilities are:

1) Growth Advisory – Assist start-ups in growing its' business by match-making them with the right industrial partners. Formulating strategies to accelerate their growth. Contributed to Cradle Fund's 50+% commercialisation rate (one of the highest in the industry)

2) Ecosystem Building - lobby for policies that benefits start-ups (the approval of the Angel Investment Tax Incentive by the Prime Minister in 2012) and partnering with other government agencies to come out with relevant programs for start-ups

3) Strategy Development – formulate strategies for Cradle to position itself in the ecosystem as the funder of early stage innovations

4) Investor Relations – match start-ups with relevant investors to fund their next stage of growth. Form strong relationships with both angel investors

Microsoft

Technology Advisor

August 2008 - August 2009 (1 year 1 month)

Digital marketing, consulting and pre-sales. Responsible in driving adoption of Microsoft technologies to developers in Malaysia. Managed the largest .NET community in Malaysia.

ExxonMobil

Project Manager/System Analyst

July 2005 - August 2008 (3 years 2 months)

Project manager/System Engineer for a global application team based for ExxonMobil Upstream. Responsible for the deployment and development of projects under USD100k for the business unit.

Star Bookstores

Founder/Business Owner

December 2004 - April 2007 (2 years 5 months)

Business owner of a brick and mortar business that I started and exited in 2007.

ExxonMobil IT (Contracted to Kelly Services)

Deployment Specialist

June 2004 - July 2005 (1 year 2 months)

I am a key member of the Global Migration Project (GOUP) that involves migrating 50,000 legacy applications to the new windows XP platform. I work in a cross cultural team that involves team members from Houston, Malaysia, Singapore and Japan.

MCSB Berhad

Software Developer

January 2003 - May 2004 (1 year 5 months)

Responsible for developing and customizing Human Resource Management System (HRMS) primary targeting manufacturing companies such as NEC.

I have experience in leading the development of small IT applications. The domain knowledge I acquire are on Medical, Leave and Payroll modules of the HRMS.

Education

University of Strathclyde

MBA, General MBA · (2007 - 2012)

Nottingham Trent University

Bachelor of Engineering, Electronics and Computing · (1998 - 2002)

Asiaworks

SMKDJ

High School

SRKJC Yuk Chai
Primary School