

DANIEL NG

CONSULTATIVE SALES PROFESSIONAL & RELATIONSHIP MANAGER

SUMMARY

Sales and business development professional with experience across media agencies, mobile advertising, digital publishing and marketing technology. Strong track record in winning new clients, growing accounts and translating business objectives into relevant digital solutions.

Experienced in consultative selling, media buying, programmatic advertising, branded content and digital strategy. Comfortable prospecting, presenting proposals, negotiating commercial terms and working with campaign and client servicing teams.

CORE COMPETENCIES

Digital Advertising and Media solutions | Enterprise Sales | APAC GTM | Account Management | New-Market Development | Full-Cycle Sales | MEDDIC | Proofs of Concept | SaaS | Executive Negotiation | Pipeline Forecasting |

PROFESSIONAL HIGHLIGHTS

LexisNexis (Singapore)

Business Development Manager, Legal & Professional | Apr 2026 - Present

- Drive enterprise adoption of Lexis+ AI among Singapore law firms and corporate legal departments.
- Own the sales cycle from targeted prospecting and discovery through demonstrations, trials, security reviews, commercial negotiations, and closing.
- Closed two new customers bringing US\$40K in annual contract value, attaining 95% of ramped sales target
- Built a pipeline of more than US\$400K within six months.
- Translate generative AI capabilities into business use cases involving legal research, drafting, contract review, regulatory monitoring, and document analysis.
- Engage law-firm partners, managing directors, registrars, and senior in-house legal stakeholders.

Bannerflow (Singapore)

Account Executive, APAC | Apr 2025 - Feb 2026

- Achieved 80% of annual quota during a ten-month tenure, with an average enterprise deal size of US\$40,000.
- Built pipeline through targeted outreach to marketing, creative, and digital-transformation stakeholders.
- Conducted consultative demonstrations connecting creative automation capabilities with faster production, localisation, and improved campaign ROI.
- Implemented AI agents to automate prospect research and personalised LinkedIn outreach.

Carousell (Singapore)

Key Account Manager / Senior Account Manager | Nov 2019 - Nov 2024

- Generated S\$1.1 million in annual contract value and achieved 110% of target.
- Expanded McDonald's revenue by 500%, making it Carousell's largest account.
- Created and launched the Digital Car Showroom, securing 80% of major automotive brands and generating S\$400,000 annually.
- Negotiated strategic advertising and always-on programmatic deals with major agency groups.
- Applied MEDDIC to improve opportunity qualification and forecasting accuracy.
- Recognised as a top sales representative across multiple quarters.

Madhouse Inc (China, Shanghai/Singapore)

Senior Manager, Global Enterprise Projects | Jun 2017 - Oct 2019

- Developed the APAC go-to-market strategy for a new business unit and acquired its first customers.
- Generated US\$800,000 in revenue achieving 106% target attainment
- Built a regional pipeline across hospitality, luxury, retail, and consumer sectors.
- Worked with senior stakeholders to develop solutions connecting Greater China capabilities with APAC business requirements.
- Secured early customers including Bobbi Brown, Clinique, and Marina Bay Sands.

Omnicom Media Group (China, Shanghai)

Account Manager, Airwave | Feb 2016 - May 2017

- Led mobile media strategy and execution for brands including Unilever, Hilton, and Tourism Australia.
- Collaborated with Chinese app publishers and DSP platforms to deliver high-performance campaigns.
- Supported media pitches and client onboarding, ensuring campaigns met budget, KPIs, and timeline targets.
- Bridged innovation startups with brand clients via the OMD Innovation Fund, introducing new digital formats and technologies.

Trade Hero (Singapore)

Business Development & Marketing Manager | Jul 2014 - Jan 2016

- Created new B2B revenue streams by packaging trading competitions as lead-generation tools for financial institutions.
- Closed high-value clients including Macquarie Bank, Ayondo Securities, and the Singapore Exchange (deal value SG\$300K).
- Led product integration and marketing activations with internal dev teams, boosting engagement by 600% on SGX StockWhiz.
- Produced educational video content monetized via YouTube Ads and drove 5,000+ organic followers in one campaign.

StyleSearch (Singapore)

Co-founder, Business Development and Marketing | Aug 2013 - Dec 2014

- Co-founded fashion tech startup and scaled to 15,000 users within a year through organic growth and partnerships.
- Secured six-figure angel and Spring Singapore funding, overseeing end-to-end product and business development.
- Designed product UI/UX and led brand partnerships, building early traction across fashion e-commerce.

Aii Pte Ltd (Singapore)

Business Development and Marketing Manager | Dec 2012 - Jul 2013

- Secured largest client contract worth \$100K with Ascendas REIT and developed new product lines for B2B retail clients.
- Implemented e-commerce functionality to the company's website, generating new online revenue streams.

GFI Group (Singapore)

Interbank Forex Broker, Asia | Apr 2011 - Dec 2012

- Managed relationships with regional and international banks, increasing trading revenue by 300%.
- Executed interbank forex trades exceeding US\$180M, coordinating between Singapore, Hong Kong, and London desks.
- Drove live electronic interbank Forex trading platform for institutional clients in Asia

RECOMMENDATIONS

"Daniel is a fast learner with good analytical and strategic thinking skills. He is a very good team player with a truly global mindset.

He is very enthusiastic about his work which makes it extremely fun to work with him. You can count on him to be on your winning team "

- Alvin Foo, Managing Partner, Interpublic Group Shanghai

"Daniel was our main contact point at Tradehero for all of our marketing and operational requirements. I found Daniel to be extremely efficient and very prompt at replying to our needs. He was also proactive in providing ideas for improvements when needed. I'm happy to provide a recommendation for Daniel and think he is an asset to Tradehero Team."

- Barnaby Matthews, CEO Macquarie Capital Securities Singapore