

# **MSc. Senthilkumar Robert**

## **Educat**

2018 – 2019: Northumbria University: Master of Business Administration – MBA,  
Business Management

2003 – 2005: National University of Singapore – MSc

1991. 1995: National University of Technology Tiruchirappalli - B.E

## **Experience**

April 2021 – Present: EON Reality, Singapore - Senior Manager, Business Development  
Easy XR Content Creation for Education & Training  
MAKE AR & VR PART OF YOUR REALITY IN EDU

August 2016 – Mar 2021: DesignTech Technologies Singapore Pte.Ltd – Regional Sales  
head

Sales and support of Altair (Product Design CAE solutions),  
Stratasys (3D Printers) and Rosetta Stone (Adaptive Blended  
Language Learning).

2004 – 2016: Hitachi Sunway Information Systems (Singapore) Pte. Ltd

Value Added Reseller for Siemens PLM, Moldex3D.

PLM Business development.

Led business unit as Country Sales Manager in Vietnam (from  
Yr2012 - Yr2015)

1999 – 2003: Messier Dowty Singapore Pte. Ltd.

Completed 6 Sigma projects in achieving Cost reduction  
through usage of modular tooling

Completed detailing of designed model using GD & T.

Responsible for quality assurance of all modeling projects

## **Licenses and certifications**

NICF – PMP: NTUC Learning Hub (2016)

Siemens PLM Software (2015)

## **Volunteer experience**

Sep 2010 – Present

Treasurer: Singapore People's Association Gambas Zone 1 – Social services  
Jan 2017 – Present  
Sembawang CC IAEC – Social services

**Short bio**

Digital technology software sales professional with 22 years of progressive experience. He is highly ambitious strategy and business development professional with a focused mindset and excellence in communication, public relations, and customer service. Expertise in direct sales, key account management, technical sales, business development, channel sales, resource and people management. A passionate, highly motivated, enthusiastic relationship builder with a highly successful sales track record. Proven ability to increase market share, outperform competition, and increase profits. Experienced in authoring, developing and executing marketing and sales programme and campaigns.

He holds Masters of Business Administration from Northumbria University, Masters degree in Industrial and Systems Engineering from National University of Singapore and Bachelor Mechanical Engineering degree from National Institute of Technology.

He has written many in-house technical documents and presented technology articles in seminars. He has wide knowledge and focus in presenting solutions to address customer's challenges. He is extremely dedicated individual who continually welcomes new challenges everyday.