

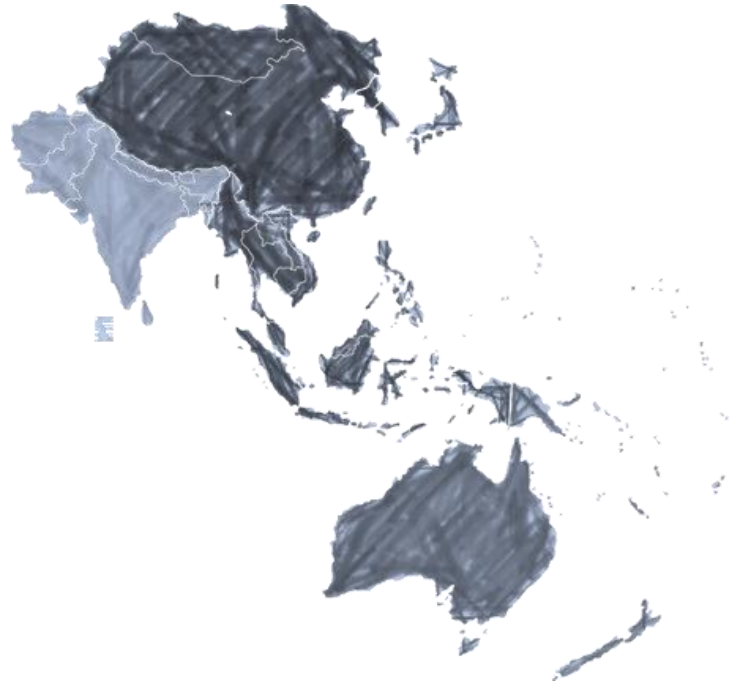


**PULLEY ASCENT**

Asia | USA | Europe

***CORPORATE  
INTRODUCTION***

# ***Our Mission***



**We drive IT Demand and Sales in Asia Pacific  
with our unique expertise and industry insight**

We partner with IT Enterprises to engage  
IT professionals and decision makers to adopt technology that  
support their Business Enterprise

# *Our Capabilities*

## **SECTOR SPECIFIC INSIGHT & MARKET INTELLIGENCE**

We provide actionable information and sensemaking to propel effective outcomes



## **BUSINESS GROWTH SOLUTIONS**

We offer an array of services to ensure our clients can build, nurture, and convert lead to sales

## **ACCESS TO INDEPENDENT, FACT-BASED IT CONTENT**

We influence market sentiment and awareness, create narratives to shape demand



## **UNIQUE IN-COUNTRY NETWORK & EXPERTISE**

We ensure successful market penetration with our native language speaking and IT-Fluent Teams for Korea, China, Hong Kong, Taiwan, SEA, ANZ & India region

# Our Clients





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***OUR SOLUTIONS***

# ***Business Growth Solutions***

We offer an array of services to ensure that our clients can build, nurture, and convert their sales pipelines through a deep insight into IT requirements at both market and account levels

## **DEMAND CREATION**

Address your demand creation needs with our content curation and targeted approaches

## **PARTNER ECO-SYSTEMS**

Expand your network reach and increase potential revenue streams by using our End-to-End Partner engagement services.

## **DEMAND TO SALES**

Optimize sales and marketing strategies by identifying, prioritizing and targeting the right customers.

# ***Business Growth Solutions***

We offer an array of services to ensure that our clients can build, nurture, and convert their sales pipelines through a deep insight into IT requirements at both market and account levels

## **Demand Creation**

Address your demand creation needs with our content curation and targeted approaches

We Provide:

- IT Insights and Addressable Market Reports
- Opt-in Program (compliance GDPR)
- Invitation for Webinar
- Go to Market Database

# ***Business Growth Solutions***

We offer an array of services to ensure that our clients can build, nurture, and convert their sales pipelines through a deep insight into IT requirements at both market and account levels

## **Partner Eco-Systems**

- Partner Recruitment
- Partner Demand Generation
- End To End Partner Fund Management



# ***Business Growth Solutions***

We offer an array of services to ensure that our clients can build, nurture, and convert their sales pipelines through a deep insight into IT requirements at both market and account levels

## **Demand to Sales**

Optimize sales and marketing strategies by identifying, prioritizing and targeting the right customers.

From generating leads to marketable data, connecting you with key decision makers, as well as finding and engaging the right partners for your business – Pulley Ascent can offer the program that best suits your requirements.

- Project Based Lead Generation
- Sale & Marketing Dedicated Resource (full-time/part time)
- End to End BDR Operation Outsourced



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***OUR TEAM & PARTNERS***

# Our Team

## WINSTON TAY

### CEO

#### Chief Experience & Engagement Officer

Winston founded Pulley Ascent in 2004, and as the Chief Experience/ Engagement officer, he spends most of his time working with clients on market segmentation, go-to-market strategies & execution to ensure that the results achieved go above and beyond clients' expectations. Winston also works closely with his technology team to roll out reports, data analysis and trends insights that are critical for IT professionals and decision makers.

In the more than 35 years of his career, Winston has maintained an excellent business track record, winning numerous awards for his outstanding performance.

## CHRISTOPHER KHOR CHECK KIM

### Technology Advisor and Coach

Christopher is responsible for providing technology insight as well as offering advisor & coaching services to IT Professional to help them achieve operational excellence for their organisation.

Christopher's education credentials are as follows:

- PMD, Harvard Business School
- MBA (Strategic Business Management), University of Strathclyde, UK
- MSc (Computing), Imperial College, UK
- BE (Electronics and Communications) University of Siegen, Germany

Christopher has over 30 years of working experience, progressed all the way through to critical roles such as IT Director for the Ministry of Defence and other CIO positions.

## ANDRE RODRIGUES

### Director

In his role as software and IT solutions advisor to our clients, Andre leads a team of technology consultants who work tirelessly to provide APAC-centric IT insights and support in implementing Account based Marketing strategies to IT customers

In his 30 years of working experience, across the region, Andre has helped numerous clients improve existing business systems and IT infrastructure in industries such as Real Estate Management, Pharmaceutical, Consumer Electronics, Consumer Packaged Goods, Wholesale Distribution and Industrial/Engineering. This experience has helped Andre secure a unique knowledge and understanding of the challenges faced by these sectors.

# *Our Team*

## **REBECCA LIANG**

### **Senior Manager**

Since joining Pulley Ascent in 2010, Rebecca has worked with dozens of MNC IT clients, helping them plan and execute regional marketing programs, supporting their regional sales team, and providing effective strategies to accelerate their sales pipeline. Rebecca also leads a multinational research team that builds strategic marketing data and looks into in-depth industry forecast and government policies across the region.

Rebecca holds a master's degree from Uppsala University and a bachelor's degree from National University of Taiwan. With her strong international background, Rebecca speaks fluently Mandarin, English, Cantonese, and Korean.

## **STEFFI CLEITUS**

### **Operation Manager**

Dr. Steffi Cleitus, PhD, heads Pulley Ascent's project operations team, providing services to key IT clients in Asia Pacific. She plays a pivotal role in building operational excellence, maintaining internal communications and supporting critical analytics work streams. Her team specialises in providing B2B support systems to elite technology enterprises as well as supporting the analysis and monitoring of key product matrices to identify market challenges and opportunities.

In addition to these roles, she is also the appointed data protection officer (DPO) of the company,

## **Lily Choi**

### **Regional Manager – Korea, China**

Lily is based in Seoul, and specialises in B-to-B business development service for the Korea and the China market. Over the last few years, her team, with 20+ members, has successfully helped more than 40 IT companies expand and flourish their business in China and Korea. Equipped with strong operation skill, she is involved in large scale Territory Development projects in South East Asian countries- India, Australia /New Zealand, Hong Kong, Taiwan and China.



Ovum is a market-leading data, research and consulting business focused on helping digital service providers, technology companies and enterprise decision-makers thrive in the connected digital economy.



Black Hat is the most technical and relevant information security event series in the world. For more than 20 years, Black Hat Briefings have provided attendees with the very latest in information security research, development, and trends.

# *Our Partners*



A market intelligence firm focusing on human interaction with technology. The company provide industry participants and stakeholders with in-depth analysis of emerging technology trends, business issues, market drivers, and end-user demand dynamics.

***THANK YOU***

**PULLEY ASCENT**

Asia | USA | Europe

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**Business Development Manager**  
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