AI VALUE CREATION / CANDIDATE TEASER

Shawn Poh Wei Jian

Proven JAPAC cloud value leader.
Hands-on AI builder.

COMMERCIAL PROOF

Zscaler · Enterprise cloud security

~US$20M

FY26 booked ACV **directly influenced** in Greater Asia

Estimated 65% of US$30M regional ACV

Observed JAPAC win rate

With value work — 78%

Without value work — 16%

By opportunity count · unweighted

>25%
shorter median deal cycles

>30%
larger deals in comparable TAMs

100+
CFO-ready business cases

FRANCHISE BUILT

Greater Asia → JAPAC

Built Greater Asia's value practice from scratch across **Southeast Asia, South Korea and Greater China.** Now lead a **four-person JAPAC value team**; previously covered Japan, India and ANZ. Supported 35+ large deals and 15+ Forbes Global 2000 organizations.

SALES — JAPAC SVP → 4 AVP geographies → 6 regional VPs / directors → 40+ sellers

BUYER — Technical teams → CIO / CISO → CFO / CEO → board

JAPAC ENGAGEMENT PLAN

One value method · five routes to the buyer

ANZ · Singapore	High AI adoption; CFO-led cases	1:1 Largest decisions
Japan	Language and partner-led buying	1:many SI partners
Korea · Taiwan · HK	Chipmakers; IP and data security	1:1 Exec sponsors
India	Cost sensitivity, growth and scale	1:1 Unit economics
Southeast Asia	Groups, banks; complex approvals	1:1 Group leadership

WHY SHAWN

Executive judgement · AI execution · practice scale

Funding-room credibility

PwC valuation work with founders and CFOs; BCG strategy work; Zscaler workshops with CFOs, CIOs and CISOs.

AI operator

Built KYA's lead agent, knowledge agent and CRM for 20+ sellers at a >S$2M-revenue startup; lead agent handles 50+ inquiries daily.

Scale beyond my deals

Built and now lead the JAPAC value team; turned winning methods into repeatable field and partner assets.

CREDENTIALS

Evidence behind the claims

12
documented awards

2
promotions in 3 years

US patent
No. 12,591,753 · cyber-risk model

450+
sellers trained

Open to a conversation about AI value creation in JAPAC.

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Basis: FY26 Greater Asia booked ACV; 65% influence estimated. Win rates use JAPAC opportunity counts. Cycle: FY25–FY26 median, value-engaged vs other opportunities. Deal size: comparable TAM categories.