

# Simon Dale

Thanks to a 30-year career in the technology industry that has spanned development, sales support, sales management and executive leadership at both early stage and large listed corporations, Simon has a deep and practical understanding of the challenges of building and scaling new technology businesses.

He has lived and worked extensively in both Europe and Asia, helping him to see multiple perspectives on both business and technology issues at a local level.

Simon has worked extensively across Asia Pacific and Japan for the last eighteen years, introducing new products and services to market and building and developing new sales teams.

Most recently at MapR and SAP Simon established and scaled new business across Asia Pacific and Japan, leading sales organizations across multiple countries with both direct and channel sales models. At SAP, Simon was part of the Senior Executive Team for SAP Asia Pacific and launched and ran several traditional software and cloud services businesses in Asia Pacific and Japan.

Simon holds a BSc in Computing Science from Staffordshire University, UK, and in 2016 completed his Masters in Sales Management and Sales Transformation from the University of Middlesex, UK, graduating with a distinction. He is currently a member of and in the process of completing the Singapore Institute of Directors accreditation programme, and a board member of a Singapore based technology startup.

Simon resides in Singapore, has sat previously on the advisory board of the Singapore Management University School of Information Systems, and currently sits on the advisory board of the Nanyang Polytechnic School of IT. He is an active mentor to and angel investor in startups, working closely with the Wavemaker VC portfolio, and is a mentor and coach to early talent through Mentorshub and for women in IT through LeanIn.

