



CHRISTOPHER YIP

MANAGING DIRECTOR

ABOUT ME

Highly accomplished and experienced professional with an impressive track record of success in both marketing and IT operations. As the founder of SalesHero and the Managing Director of Chris Business Solution Sdn Bhd, he has led digital transformation efforts for over 600 businesses, delivering results that have exceeded expectations.

CONTACT

Phone

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Email

christopher@chris.my

Company

Chris Business Solution Sdn Bhd

EDUCATION

**Bachelor of Information Technology
University Malaya (UM)**

Year: 2006

**Master in Business & Administration
Multimedia University (MMU)**

Year: 2020

Entrepreneur MBA (EMBA)

HELP University

Year: 2023

EXPERIENCE

- 2009 - 2024
Chris Business Solution Sdn Bhd
Founder and Managing Director
 - 14 years of experience in marketing and team leadership
 - Extensive experience in IT operations and management
 - Over 14 years experience in research and development systems
 - Developed various App specifically for "traditional wholesalers" to evolutionize the traditional wholesale sales process.
 - Led digital transformation efforts for over 600 businesses, delivering results that have exceeded expectations.
 - 14 years of experience in SQL Accounting Dealer
 - Certified trainer by HRD Corp



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To whom it may concern,

Christopher Yip is a highly accomplished and experienced professional with an impressive track record of success in both marketing and IT operations. As the founder of SalesHero and the Managing Director of Chris Business Solution Sdn Bhd, he has led digital transformation efforts for over 600 businesses, delivering results that have exceeded expectations.

With 14 years of experience in marketing and team leadership, Christopher has a deep understanding of the challenges faced by businesses as they seek to grow and expand their reach. He has consistently demonstrated his ability to develop and execute effective marketing strategies that drive results and help organizations achieve their goals.

In addition to his marketing expertise, Christopher also has extensive experience in IT operations and management. He has spent over a decade leading teams responsible for developing and implementing IT systems and processes that improve efficiency, enhance productivity, and drive business growth. His deep knowledge of technology has enabled him to provide expert guidance to businesses seeking to leverage technology to gain a competitive edge.