



# Enoch LOW K. W.

*Repurposing My Wisdom*

Date, 23 July, 2019

## PROFILE

At age 61, after starting companies I founded and ran as MD for 35 years, I am looking to help grow disruptive start-up to steal a select few customer activities, precisely the ones they are not satisfied with. In an open horizon, my wisdom of age and experience is a catalyst that benefit the speed of digitalization, technology and a "change-maker".

## OBJECTIVE

To harness my knowledge and apply my experience and be hired as a teacher and mentor, and in many ways a student and intern. I long to reinvent by learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve, all hallmarks of the "Modern Elder."

## PROFICIENCIES

- |  |              |
|--|--------------|
| + UC & UX Workflow Interface Design & IT Project Management (software/app development) | 2004 -> 2016 |
| + Content & Creative Production (print & web)  | 2004 -> 2016 |
| + Retail Marketing & Operation (Eye & Vision brick & mortar model)                     | 1976 -> 2016 |
| + Tourism Development & Inbound Fulfilment (hospitality brick & mortar model)          | 1988 -> 1999 |

## SKILLS

- |  |                                       |
|--|---------------------------------------|
| + Creativity & Communication                 | + Microsoft Office & Adobe Suite      |
| + Critical Thinking & Cost Management        | + Risk & Crisis Management            |
| + Empathic Accuracy & Emotional Intelligence | + Qualitative & Quantitative Research |
| + GAAP & Financial Analysis                  | + Scheduling & Task Management        |

## EDUCATION & LANGUAGE

- + Master of International Business & IT Strategic Management (1998 - 2002), University of Wollongong, Australia
- + IPO Educational Programme by DBS & SGX (1997-1998), Singapore
- + English (advanced), Chinese (intermediate), Cantonese (intermediate)

## EXPERIENCE 1

E-commerce Consultant (2017 - Present)

Nakaki Food Ltd (Japan) c/o [www.sassa.com.sg](http://www.sassa.com.sg)

- |  |  |
|--|--|
| + Optimizing site's content for SEO                                | + Create new workflows for campaigns & sales funnel  |
| + Search Engine marketing (SEM)                                    | + Create workflow cards to contact & manage visitors |
| + Tracking Tools & Analytics to monitor, see, give, help marketing | + Track, manage, record & store documents (ECM)      |
| + Connect, promote, automate workflows to grow business            | + Record, generate & report accounting information   |



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## EXPERIENCE 2

Senior Business & Technology Consultant, 2004 - 2016

EIC1881 Consultancy Pte Ltd & First Group of Optometrists and Opticians

Provide leadership for the 5 phases of project management; including liaison between the business, IT services department and external vendors (BPO), building commitment, trust and rapport, planning for pitfalls, manage interpersonal conflict, feedback, stakeholders ideas and information communication.



- As IT Consultant for Singapore Baby & Child Clinic & Healthway Medical Group (public listed company)

Design, develop, supply, deliver, install, test, commission and support a web-based CMS aka Clinic Management System cum Electronic Medical Record (EMR) to improve patient quality of care, empower clinic staff with the right information at the right time resulting in improved clinical outcomes and improved clinical data accuracy, streamline work-flows, thereby, increasing efficiency and reducing errors and costs, and realise the “one patient, one record” vision .

Coordinate and participate in all stages of project development including research, design, programming, testing and implementation. Form information system strategies with user groups (*management, doctors, nurses and staff*), define clinic objectives, and identify cost/benefit impact to the owners. Resolve feasibility, cost, time required and design its quality service capability of the CMS to outperform other systems in the market in terms of user experience and patient communications. Perform interfaces design checks regularly with business unit managers to define project direction, workflow accuracy and system change priorities. Create, refine, and enforce a structured process for the beta testing and deployment of the “**One Patient, One Record**” CMS to **over 100 GP and Specialists clinics in Singapore.**

Parallel to the front-end development is the obligation to a strong and lasting commitment to data quality, based on the data flows throughout the environment - i.e. Source Systems (Legacy) ➡ Data Staging Area ➡ “The Data Warehouse Presentation Servers” ➡ End User Data Access. It is the key success factor of the vision, which rest on building and sustaining **data quality management** that drives the business concept's outcomes. Train data stewards within the organization and establish data ownership program based on the concept of a single-view interpretation of data, no matter where one might sit within the enterprise. This is the way to transform the organization's culture, make lines of business become more effective and bring forth new competitive advantages.

Successfully justified IPO Fair Market Value of **\$ 50 million** for this intellectual asset, based on its IT architecture that facilitates the seamlessly sharing of medical information between and among multiple physicians, including patients. **See Testimony, Exhibit A.**



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### As Lead Designer, Project Director & Clinical Research (Primary Eye Care & Clinical Procedures)

Conduct user research on Clinical Procedure for Primary Eye Care; Design model-view-controller architecture to provide front and backend for database, user groups, and data processing components. Apply a hybrid evolutionary and extreme prototyping to approach the building of each web-based module, integrating its processes upon and with each other until it is optimized for the final version. Validate the results of each process with optometrists, to ascertain that it allows them to spend more time on patient care and less on paperwork.

Draw up intellectual property rights for Opto-EMR. Submit the evolutionary and extreme prototype to show the customization of different eye examination formats at the front-end, online-offline need-based interaction, co-management of patient and treatment plan, sales and marketing of eyewear fashion styles (*i.e. online try-on, home delivery try-on*), SKU management/query-analysis, POS and GAAP that supports PC, iPad, Android, iPhone.

Unique value proposition of the Opto-EMR is it can work on any mobile platform; can have separate versions for mobile and desktop/laptop; Easier to update any change through Content Management module; No installation is needed on any mobile platform; No data are stored in device, meaning data cannot be stolen, and settings are not lost; Ergonomic by design means clean and functional to optimize performance speed; it is fast and reliable irrespective of the device used to access it; No maintenance cost for the user.

## PERCEPTION

Success in today's workplace requires both emotional intelligence and tech savvy, which is why older and younger workers need each other so much. In a world where senior IT project manager/consultant venerates the **"new, bright, and shiny"**, many of us are left feeling invisible, undervalued, and threatened by the "digital revolutions" nipping at our heels. But experience and understanding the architecture behind the tools and frameworks is always on the edge, *i.e.* implementation patterns tend to repeat themselves in each era. Regardless at a time when power is shifting younger, companies ought to finally wake up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess--like good judgment, specialized knowledge, and the ability to collaborate and coach - never expire.

### "New, Bright, and Shiny"

1. Moving towards a universal language (*i.e. serverless technologies, containers, and low code platforms that work at higher levels of abstraction in the future, removed from lower-level details of coding*)
2. Artificial Intelligence based systems (*i.e. building on AI platform that uses deep learning to act as a search engine for coding by enter a few keywords and see code in Java to help their task*)
3. A universal programming language (*i.e. programs will be built using coding blocks to implement whatever functionality is needed. May include visual images of data transformations, i.e. like a calendar, which allow the user to select and set dates.*)
4. Work with data (*i.e. Everything from statistical data analysis, to non-linear and linear data analysis, to machine learning and even artificial intelligence*)
5. Programming will join reading, writing, and arithmetic to become a principle of education. Every professional will require proficiency in data analysis for large data sets, machine learning and using simulation to reduce the cost of testing and manufacturing.)



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