



# Jon Yongfook Cockle

Head of Digital

## Details

Singapore  
+65 8808 0408  
[yongfook@gmail.com](mailto:yongfook@gmail.com)

### DATE / PLACE OF BIRTH

1980-04-12  
UK

### NATIONALITY

British

## Skills

Digital strategy

Team leadership

Full stack development

Agile methodology

UX design

Creative design

Scrum

## Languages

English

Japanese

## Profile

Senior Digital leader with over 15 years of technology and business experience in both global enterprise and startups. Seasoned entrepreneur and technology innovator with two successful exits via acquisition. Working experience in markets including Japan, China, Thailand, Malaysia and Singapore.

## Employment history

### Head of Digital Product & Design at Aviva, Singapore

January 2016 – June 2018

Leading digital design and build at Aviva, a top global insurance company.

Responsible for customer experience of apps, websites and other digital customer touchpoints in Asia.

- Recruited a multi functional team in product management, UX, creative design, user research and tech
- Transformed the org from project-based waterfall process to product-based agile scrum teams
- Designed and launched new website on new global CMS platform managing stakeholders in brand, marketing, customer service and compliance
- Built and launched new secure customer portal managing local and global tech stakeholders, and local regulatory stakeholders
- Increased sales 3x through improved purchase journey UX and setting up a team focused on data-driven, continuous optimisation
- Partnered with tech startups to enhance capabilities e.g. facial recognition and analysis for underwriting
- Set up UX Research practice to learn directly from real customers, conducted over a dozen user tests on premises

### Director at Twenty Four Twelve Systems, Singapore

November 2013 – January 2016

Started a software and consulting company. Developed, designed and marketed original SaaS software products targeted at SMEs.

- Launched Beatrix, a virtual social media assistant. Grew sales through content marketing and customer engagement. Reached profitability in 6 months.
- Launched Pitchpigeon, a press release distribution app. Grew sales through content marketing. Business was acquired in 2014.
- Optimised customer onboarding, lifecycle marketing campaigns and pricing in order to increase sales funnel conversions
- Set up multiple A/B tests on design and pricing to optimise customer journeys
- Wrote the Growth Hacking Handbook, a top selling book in the domain of Growth Marketing
- Consulted for CK Tangs on their offline to online ecommerce transformation
- Consulted for Google on growth consulting for Google My Business (SME)

Supporting Media

- [Beatrix on The Next Web](#)
- [Pitchpigeon acquisition](#)

## Director of International Products at Cookpad, Tokyo

[May 2011](#) – [January 2012](#)

International expansion of Japan's biggest recipe website. Remit to drive growth through acquisition of startups and development of new mobile products.

- Successfully launched two products in 6 months
- Organised offline, interactive cooking events with users to gather feedback
- Set up new Singapore office space

## Director of Web at Glamour Sales, Tokyo

[October 2009](#) – [March 2011](#)

Driving growth after Series A funding of a luxury ecommerce startup. Built new core architecture and site design to replace legacy systems. Led the design and tech teams and supported expansion into China.

- Recruited and led the design and tech teams
- Improved UX, site speed and purchasing process resulting in overnight revenue growth
- Implemented agile and continuous deployment methodology to regularly launch new features to support customer feedback or marketing campaigns
- Set up a daily email marketing content creation process of team ideation, writing / design, QA and deployment
- Set up a real time metrics dashboard with daily revenue, sales by SKU, email opens etc to drive team decision making
- Helped to grow sales from 4 digits to 6 digits monthly revenue

Supporting Media

- [Alibaba Invests in Glamour Sales](#)

## Founder at Open Source Food, Tokyo

[June 2008](#) – [July 2009](#)

Started a popular recipe sharing website. Awarded in Time Magazine's "50 Best Websites of 2008". Acquired in 2009 by US-based Tsavo Media.

- End to end development of the product including coding, design, marketing and community management
- One of the first recipe websites to focus on photography

Supporting Media

- [TIME Magazine 50 Best Websites of 2008](#)
- [Tsavo Acquires Recipe Sharing Site](#)

## Design Engineer at IMG SRC, Tokyo

[March 2005](#) – [April 2007](#)

Front end design and development for web and mobile at an award-winning Japanese design agency.

## Education

Accounting & Finance with Computing, University of Kent, Canterbury

[1998](#) – [2002](#)

## Extra-curricular activities

1st Violin at Kumamoto Symphony Orchestra, Kumamoto

[2000](#)

## Certifications

M5 - Rules and Regulations for Financial Advisory Services, Singapore  
College of Insurance

[November 2017](#)

Basic Insurance Concepts and Principles, Singapore College of  
Insurance

[October 2017](#)