



Salesforce unveils most extensive collaboration with ITE yet, comprising digital skills training and mentorship valued at S\$8.7 million
The two organisations will collaborate over the next five years to train 7,500 ITE students on digital CRM skills, supporting them with a new mentorship programme



(L-R) Mr Sujith Abraham, Senior Vice President and General Manager, Salesforce ASEAN, Ms Cecily Ng, Senior Vice President and General Manager, Salesforce Singapore and Taiwan, Mr Tan Kiat How, Senior Minister of State, Ministry of Communications and Information, Ms Alice Seow, Principal, ITE College West, Mr Alvin Goh, Director, School of Business & Services, ITE College West at the MOU Exchange Ceremony for Salesforce and ITE

SINGAPORE — December 6, 2022 — Salesforce, the global leader in CRM, announced a Memorandum of Understanding (MOU) with The Institute of Technical Education (ITE) at an event officiated by **Mr. Tan Kiat How, Senior Minister of State, Ministry of Communications and Information.**

Over the next five years, Salesforce’s Trailhead Academy will work with ITE to equip its students with foundational customer relationship management (CRM) skills through an enhanced curriculum and a new mentorship programme, equating to approximately S\$8.7 million in value. The programme is powered by [Trailhead Academy](#), which empowers individuals and businesses



to build and validate in-demand digital skills with expert-led learning programs, role-based credentials, and workforce development strategies designed to fuel net-new talent.

Building a Strong Foundation for a Career in Tech

Salesforce will customise and embed guided learning paths from [Trailhead](#), its free online learning platform, into the ITE curriculum across all three colleges (East, West and Central). The courses provided will focus on Salesforce administrator and developer roles. They are projected to provide at least 7,500 ITE students with the skills and credentials required to kick-start their career in the technology industry or generate pathways to further tertiary education.

A dedicated mentorship programme will also be introduced for the first time. For each cohort, 60 ITE students will be mentored by Salesforce employees and supported by trained ITE lecturers, and will undergo exams to obtain resume-worthy certifications such as Salesforce administrator or developer. The students will be given case studies to apply their skillsets and hands-on case competitions simulating real-world environments to gain practical skills. Under the MOU, Trailhead Academy will be partnering with youth development organisation, [Halogen Foundation Singapore](#) to provide students with soft skills training.

The mentorship programme seeks to empower ITE students to connect to opportunities and eventually land a role in the Salesforce ecosystem, which according to a study done by IDC, is projected to create 18,600 jobs in Singapore by 2026. This includes roles such as Salesforce administrators and developers within companies that use Salesforce, or as independent consultants to companies that are looking to implement Salesforce solutions or seeking digital transformation strategies for their organisations. The program is slated to start in October 2023 alongside ITE's official curriculum.

Enhancing Student Training

Beyond contributing to ITE's curriculum, Salesforce will conduct Train-The-Trainer sessions with ITE staff to equip them with the expertise in emerging CRM trends and new Salesforce technologies, so as to create a more holistic learning experience for students. The launch included a special commendation to a select group of ITE lecturers who have been early adopters of leveraging Trailhead to impart CRM knowledge to their students.



(L-R) Mr William Sim, Vice President, Trailhead Academy, Salesforce APAC, Ms Cecily Ng, Senior Vice President and General Manager for Salesforce Singapore and Taiwan, Ms Alice Seow, Principal, ITE College West, Mr Tan Kiat How, Senior Minister of State, Ministry of Communications and Information, Dr Yek Tiew Meng, Principal, ITE College East, Mr Sujith Abraham, Senior Vice President and General Manager, Salesforce ASEAN, Mr Mok Boon Poh, Director, Government Affairs & Public Policy, Salesforce ASEAN

Quotes

“At Salesforce, we believe that businesses have the responsibility to provide equitable access to education and employment opportunities. This newly-extended partnership with ITE, offers a structured path into tech roles. It is a crucial step to grow participation in the Salesforce ecosystem and prepare the younger generation for the evolving digital needs of the future,” said **Cecily Ng, Senior Vice President and General Manager of Salesforce Singapore and Taiwan.**

“Our mission at ITE is to create opportunities for our students to acquire the skills, knowledge, and values they need to contribute and make a meaningful impact as part of tomorrow’s workforce. The extension of our collaboration with Salesforce — our biggest yet — reaffirms this mission, and allows our students to hone their CRM expertise at a pivotal moment where digital transformation and customer experience are so deeply interconnected. Through Trailhead and



the newly-launched Salesforce ITE Mentorship Programme, making upskilling accessible and providing guidance to our youth are vital steps to prepare them for a digital-first tomorrow,” said **Alice Seow, Principal, ITE College West.**



SMS Tan Kiat How (middle) with students from ITE College West, at the MOU exchange ceremony between Salesforce and ITE

Year Three Diploma in Business Management student at Nanyang Polytechnic, Daphne Ang shared, “Attending the five-day training programme organised by Salesforce while studying at ITE was truly a memorable moment for me. I acquired new skills in areas like Customer Relationship Management (CRM), which further motivated me to choose my diploma at NYP, where I specialised in Customer Relationship & Service Management and Events Management. I am confident that my CRM skillsets, together with NYP’s industry-centric curriculum, will prepare me for roles in the dynamic events and service management sectors.”

Higher Nitec in Leisure and Travel Operations student, Prem Singh shared, “CRM is an essential part of the tourism and travel industry, and I’m glad that I was able to learn the basic skills required to navigate the Salesforce platform. The programme has equipped me with the practical experience I need for my upcoming internship at a travel agency. I also appreciate that Salesforce’s Trailhead modules are accessible to everyone, and have an engaging interface. I am excited to learn and earn more badges as I complete more of these modules.”



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About Salesforce

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

About ITE

The Institute of Technical Education (ITE) was established as a post-secondary institution in 1992, under the Ministry of Education. ITE is a principal provider of career and technical education and a key developer of national skills certification and standards, skilling Singapore for the future economy. It offers three key programmes:

- Pre-Employment Training for youths after secondary education,
- Continuing Education and Training for adult learners, and
- Workplace Learning and Work-Study Programmes with employers.

Under its 'One ITE System, Three Colleges' Governance Model, ITE has three Colleges - ITE College Central, ITE College East and ITE College West, each empowered to develop their own niches of excellence to enhance students' success and the attractiveness of an ITE Education.

Media Contacts

Denise Nah
Salesforce
dnah@salesforce.com
+65 9100 4768

Gillian Pinto
RICE
gillian.pinto@ricecomms.com
+65 9682 3735