

BI & ANALYTICS EXECUTIVE

Executive Snapshot

- An innovative, visionary and results-oriented executive with over 16 years experience of business intelligence and analytics experience in retail, FMCG and luxury industries

Demonstrated Achievement

- 1.
- 2.
- 3.

Valued Strength

Strategy & Management

- ✓ Strategic Thinking and Planning
- ✓ Multicultural Awareness & Sensitivity

Technical & Analytic

- ✓ Process Analysis, Redesign & Optimization
- ✓ Analytics Solution Design

Executive Experience

Chief Data Officer, Asia Pacific | XXX Company

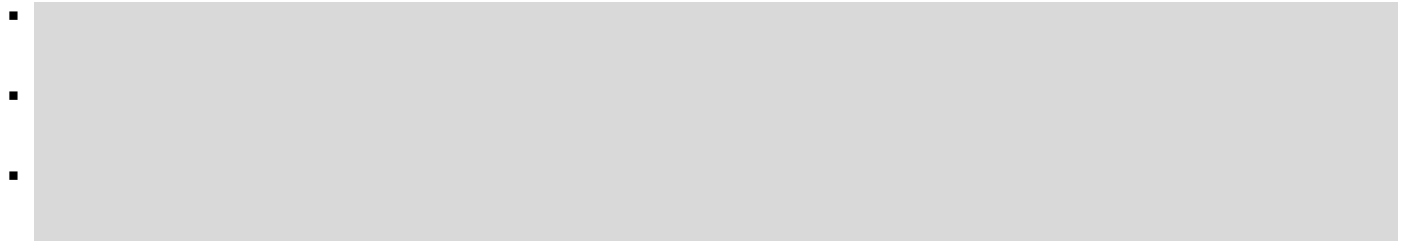
Apr 2017 – Present

- Head up insights department and act as a strategic thought partner for senior level business partners, leveraging consumer and marketplace insights to shape strategic initiatives in 12 Asia Pacific markets

Senior Manager, CRM Analytics | XXX Company

Apr 2015 – Apr 2017

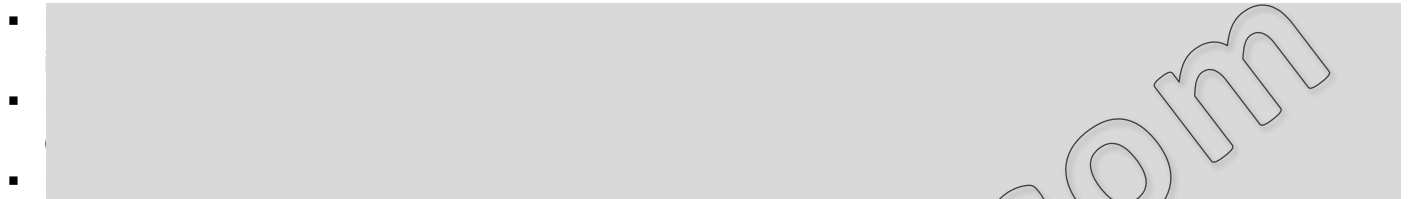
- Developed and implemented CRM strategies that aligned with the business target of the organization, and monitored customer loyalty KPIs for on-going performance management



Category Development & Business Analytics Manager | XXX Company

Mar 2012 – Apr 2015

- Acted as Function Head of category management, business analytics & channel marketing and Process Champion of Sales & Operating Planning (S&OP) to reengineer business managing process, resulted in driving cross-functional team collaboration and achieving business targets effectively



Senior Manager – FMCG Clients | XXX Company

Feb 2009 – Jun 2012

- Managed a portfolio of global FMCG clients that generated over US\$2.5M annual revenue with annual growth rate exceeding operating target



Manager – Financial Planning | MassMutual Asia Ltd

Feb 2007 – Feb 2009

Educational Background		Professional Recognition	
Master's Degree in Computer Engineering	Expected	Passed CFA Exam Level III CFA Institute	2012

Additional Information	
Language:	Cantonese (Native), English (Fluent), Mandarin (Fluent)
Data Analysis Capabilities:	
Availability:	
Latest Salary:	
Expected Salary:	