

Career Summary

#DigitalTransformation
#MarTech
#CustomerExperience
#Innovation

- A seasoned digital business professional with extensive consulting experiences (over 15 years) mixed with also corporate in-house and entrepreneurial experiences.
- Areas of expertise include digital transformation strategy, marketing technology, customer experience strategy & management and business innovation.
- Solid track record of successful business development, project delivery, people management and client relationship building – working directly with executive level leaders on client side in recent years.
- Exposure to a diverse range of client industries including life science, financial services, TMT and others.

Career Experiences – Recent Positions

<div><div></div><div>Freelance Digital Business Consultant</div></div>	<div>Greater China 09/2019 to present</div>
<p>Successful project selling (as part of a partner’s BD team) and delivery in helping clients with customer experience management, digital transformation and MarTech related challenges.</p>	
<p>Digital Transformation & MarTech:</p> <ul style="list-style-type: none">• For a MNC leader in industrial and consumer products, identified gaps in its current digital sales and marketing capabilities (such as CDP, CMS and marketing automation) and defined future requirements based on business strategic needs.• For the Taiwan operation of a MNC pharma company, focusing specifically on digital initiatives, assessed and defined the capabilities required to successfully implement its 5-year strategic plan.• For a MNC pharmaceutical company, defined its strategy and key initiatives for its multi-channel HCP engagement operations.	
<p>Customer Experience Management:</p> <ul style="list-style-type: none">• For a B2B e-commerce platform selling MRO goods, defined its CX strategy, key improvement plan and helped set up its long-term CX management infrastructure.• For a leading consumer financial services provider in Taiwan, assessed its current CX status based on NPS and defined a future CX evaluation framework.	
<p>Misc.:</p> <ul style="list-style-type: none">• For a Japanese software company’s China market entry strategy planning project, gathered relevant market insights and defined the appropriate market entry approach.	
<div><div></div><div>Senior Manager Capgemini Consulting</div></div>	<div>Shanghai, China 05/2016 to 07/2019</div>
<p>Focused on the selling and delivery of digital related projects, with ownership in designing relevant solution offerings. Project highlight included:</p>	
<ul style="list-style-type: none">• Digital transformation strategy for a MNC pharmaceutical company• UX, customer engagement & loyalty strategy for an auto brand• Digital transformation strategy for an auto finance company• New business model planning and feasibility study of an online PVP platform for a SOE energy group	

Career Experiences –
Recent Positions
(cont.)

Sr. Digital Project Manager
Club Med China
Shanghai, China
05/2015 to 05/2016

As the core member of a newly formed digital business unit, helped Club Med grew its digital business in China (the only team with P&L responsibility to achieve double-digit growth every quarter) and developed its digital capability by:

- Defining an overall digital go-to-market strategy covering both B2B and B2C distribution channels.
- Working with online distribution partners to set up direct data connectivity and defining the product scope, operation processes and promotion framework.
- Setting up direct sales operations on 3rd party online marketplaces, such as Alitrip (flagship store launched in 11/2015) and overseeing the overall P&L.
- Enhancing overall customer experience at the brand website, such as designing China specific mobile UI template within the global CMS, adding more payment choices, etc.
- Developing additional digital capabilities, such as CRM and customer behavior analytical tools.

Career Experiences –
Other Positions

- **Manager**
Accenture Interactive
Shanghai, China
08/2013 to 12/2014
- **Consulting Manager**
BearingPoint Consulting
Shanghai, China
06/2011 to 07/2013
- **Director of Operations & Client Services**
Mobile Now
Shanghai, China
04/2010 to 06/2011
- **Senior Consultant**
IBM GBS
Shanghai, China
02/2008 to 06/2009
- **Senior Consultant**
BearingPoint Consulting
Shanghai, China
03/2006 to 02/2008
- **Executive Assistant to GM**
Weiyun Techonogy
Suzhou, China
10/2003 to 01/2006
- **Account Manager**
Realiant Technologies
Vancouver, Canada
11/2001 to 07/2003
- **Consultant**
Ernst & Young Consulting
New York City, USA
12/1999 to 06/2001

Education
Background

Bachelor of Science in Communication
Florida State University
Tallahassee, FL, USA
06/1999