**Summary**

11 years of experience in project management, business analysis roles. Involved in projects on customer relation, marketing campaigns, digital content delivery, PCI DSS, KYC, Insurance, Next Best Action messaging. Am comfortable working cross-functionally in MNC environment of Commercial and NGO organisations.

**Professional experience**

**Business Analyst / Project Manager, HSBC Data Processing Malaysia,**

**July 2015 – May 2019; Oct 2019 - Current**

Achievement as Project Manager:

* Successful launch of the below for Hong Kong Hang Seng Insurance:
  + EmbraceLife HKD
  + General Crediting Interest Rate review for Universal Life product
  + Policy loan enhancement for Whole of Life insurance product
* Successful launch of L400 Customer Data Entity Ringfence for HSBC Life & Hang Seng Insurance
* Assist Program Manager on backlog management & adoption of agile ways of operating
* Agile Champion for Hang Seng Insurance, advice PMs on Agile methodologies & ceremonies
* Successful launch of Communications Hub for HSBC Malaysia

Achievements as Business Analyst:

* Successful launch of the below for Hong Kong Hang Seng Insurance:
  + Flexi Series – Life Insurance on Cancer, Family Protection product
  + EmbraceLife – Whole Of Life Insurance product
  + Insurance Authority Compliance on Audio Recording
  + Insurance Authority Compliance on Customer Protection Declaration
* Successful KYC project rollout for Hong Kong RBWM business to ensure compliance to Global Compliance
* Deployment of KYC Dashboard automation for RBWM Relationship Manager Division, achieved resource reduction of 8 FTE
* Served as KYC practice lead on processes and operations for HSBC Hong Kong RBWM.

**Business Analyst, Shell Business Operation, October 2013 – June 2015**

Achievements:

* Worked with Retail IT supplier manager to deliver strategic review of Shell Global Retail SCT (Client Management & Security Compliance) solution. Strategic review aims to deliver cost savings of $1mil USD per annum and improve support responsiveness by 15%
* Implemented SCT solution for 900 retail sites in Shell Malaysia to ensure PCI DSS compliance with payment card acquirers (VISA, Mastercard, and AMEX), achieving cost avoidance of $90k compliance penalty per month.
* Define high level solution on wetstock (oil products) polling solution for Retail Sites in Shell Philippines, replacing manual wetstock tracking (every 4 hour) with automated wetstock tracking (hourly) to improve wetstock delivery planning by 20%
* Served as SCT practice lead on processes and operations for Shell Global Retail.

**Business Analyst, World Vision International, May 2011 – October 2013**

Achievements:

* Implemented iVision (CRM) solution for across 3 markets and successfully helped marketing to identify its customer segmentation, delivering targeted campaigns to improve customer engagement.
* Create detail models on Customer Data Management, Product Management, Interaction Management, Customer Segmentation, Campaign Management, Management Reporting (OLAP) to capture the target operating model of the CRM solution
* Drive change management during iVision implementation through role mapping, communication, process walkthrough, developing training materials and conduct training workshops for managers and end users.
* Designed content type taxonomy framework for RMT (Content Delivery) system which will be used in 104 countries under the Sponsorship 2.0 project.
* Introduced workflow process, data framework & solution for iVision to automate data interfaces from RMT, synchronizing child data with interfaced digital content.
* Served as iVision practice lead on processes and operations for Asia Pacific region.

**Education**

Nottingham Trent University, UK

BEng (Hons) Electrical and Electronic Engineering, 2006; Second Class Upper

**Honours & Achievements Highlight**

*HSBC Data Processing Malaysia, 2015 - Present*

Achievement:

* 2019 – Certified on **Project Management Professional (PMP)**
* 2017 – Certified on **APMG AgilePM Foundation**
* 2017 – Attended training on Certified Business Analyst Professional (CBAP)

*World Vision International, 2011 - 2013*

Achievement:

* 2012 – Certified on **TOGAF 9**

*British American Tobacco – Group Service Delivery, 2008 - 2009*

Achievement:

* 2009 – Awarded best “Success Video” for GSDLT Hub Annual Dinner video competition
* 2008 – Certified on **ITIL V3 Foundation** professional qualification.

*Student, KBU International College, 2003 - 2006*

Achievement:

* 2003 - Awarded with Distinction on Foundation Certificate in Engineering, Science & Technology.

*Student, Hin Hua High School Klang, 1998 - 2002*

Achievement:

* Awarded with Credit by The University New South Wales’s Educational Testing Centre on International Competitions for School (English), 2002
* Awarded Second Price (Senior 1 Group) in Spelling Bee Contest Held in Conjunction with English Awareness Month, 2001
* Awarded Second Price (Senior 1 Group) in Drama Competition Held in Conjunction with Bahasa Malaysia Week, 2001
* Awarded Third Price (Senior 1 Group) in Listening Competition Held in Conjunction with Bahasa Malaysia Week, 2001

Honours:

* Treasurer, Computer Club Hin Hua High School Klang, 2002

**Hobbies & Interest**

Badminton, Formula One, Reading, Photography