



BEN SONG, PMP

Healthcare Project Manager

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Summary

10 years of working experience comprising of:

4.5 years of project management in the healthcare and water engineering industry. Completed multiple projects in both private and government hospitals involving the installation of diagnostics imaging equipment with a combined value of USD11.5mil to date. From project initiation to execution, with a multifunctional team, emphasising on team synergy to coordinate project delivery while managing risks and compliance.

5.5 years of operation management and business development in the food and beverage industry. Launched 6 new international franchises in Australia, Malaysia, Thailand, and Indonesia. Introduced cost-cutting measures, streamlined operation, and developed marketing strategy to drive revenue growth.

Professional Experience

Healthcare Project Manager July 2019 - Current

GE Healthcare - Kuala Lumpur, Malaysia

- Managing project implementation and installation of diagnostic equipment that includes CT Scan, PETCT and Cyclotron upgrades in both private and government hospitals.
- Coordinating project deliverables by adhering to project timeline and engaging with the respective stakeholders to ensure project delivery meets the intended target.
- Supporting commercial team in sales consultation and presentation on technical specification for both greenfield and brownfield projects.

Project Engineer June 2017 - June 2019

Adasfa Sdn. Bhd. - Kuala Lumpur, Malaysia

- Assisted the project manager in the construction of a 15 Million liter municipal distribution water reservoir by working closely with consultant, subcontractors and the respective suppliers.
- Redesigned marketing collaterals and reorganised marketing strategy through multi-channel touchpoint to drive awareness, interest and demand in the waterworks engineering industry.

Marketing Manager Apr 2016 - May 2017

Ippudo Catering Sdn. Bhd. - Kuala Lumpur, Malaysia

- Introduced effective marketing/promotional strategies by:
 - Performing root cause analysis to strategically allocate marketing resources to drive revenue growth.
 - Improving menu offerings and customising pricing structure to suit each outlets' dining pattern and customers' profile; and
 - Increasing monthly sales revenue of an under-performing franchise from RM280,000 to RM600,000 by leveraging on social media advertising.

Operations Consultant Sept 2014 - Mar 2016

Ippudo Catering PT. - Jakarta, Indonesia

- Raised sales revenue of Ippudo Pacific Place franchise by 20% from IDR1.5 billion to IDR1.8 billion by:
 - Introducing basic statistical analysis for monthly product mixed, cost and performance reports.
 - Restructuring supply chain and renegotiating price with key suppliers & importers.
 - Reducing wastage and improving productivity via detailed-oriented assessment on operating methods that led to cost reduction of 10% from 42% to 32%.

Operations Manager Jan 2013 - Aug 2014

Ippudo Catering Sdn. Bhd. - Kuala Lumpur, Malaysia

- Implemented operation strategic plan leading to successful launches of Ippudo franchises in Pavilion, The Gardens and Bangsar Shopping Centre by:
 - Supporting key business initiatives and strategies for business process improvements and performance optimisation.

Earlier Experience

Ippudo Inc. New York, U.S.A. & Sydney, Australia

- Sept 2011 - Dec 2012
- Operations Manager
- Introduced a regional human resource operating and training program that was implemented by the newly launched franchises in Malaysia, Philippines, Thailand and Indonesia.

Hospital for Special Surgery (HSS)

New York, U.S.A.

- Sept 2010 - May 2011
- Senior Year Project Engineer
- Developed a functional working prototype of an ergonomic knee rehabilitation device for patients with anterior cruciate ligament injury.

Core Competencies

- Project Management
- Team Leadership
- Strategic Planning
- Sales Forecasting
- Resource Allocation
- Operational Execution
- Business Intelligence & Analytics
- Research Analysis
- Supply Chain Management
- Human Resource Development

Certifications / Courses

- Project Management Professional (2021)
 - Project Management Institute (PMI), PMP Number: 3152147
- Innovating in Health Care (2021)
 - via www.edx.org
- Lean Six Sigma Green Belt (2020)
 - via www.simplilearn.com
- Lean Management (2018)
 - via www.simplilearn.com
- Finance for Non Finance Professional (2016)
 - Rice University (via www.coursera.com)
- Managerial Accounting: Cost Behaviours, Systems and Analysis (2015)
 - University of Illinois at Urbana-Champaign (via www.coursera.com)
- Introduction to Marketing (2015)
 - University of Pennsylvania (via www.coursera.com)

Education

- Harvard Business School Online (February 2019 - June 2019)
 - CORE (Credential of Readiness) Program
 - Business Analytics I Economics for Manager I Financial Accounting
- CUNY City College of New York, U.S.A. (Sept 2009 - May 2011)
 - Bachelor in Engineering (Biomedical Engineering)