

Chloe Chong  
2A, Jalan Anggerik Vanilla 31/98P,  
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40460 Shah Alam  
Selangor

15/9/2023

Hi Sir/Madam,

I have 22 years of experience with strong qualifications in all aspects of Finance planning analysis, Accounting, Budget planning, Audit, and Internal control management.

In my previous role, I was the Senior Finance Manager of a Sunfert Fertility Centre providing finance support to the Managing Director and New Zealand Holding Co, shaping the company's strategic direction, managing financial risks, and ensuring the financial well-being of the company.

Highlights of my expertise include the following:

**Finance Planning & Analysis** - I have strong analytical skills and support business operations through the analysis of key performance indicators and trends.

**Reporting, Forecasting & Budgeting** – Leveraging advanced excel & and macro skills in automation of Financial Reporting, well budgeting experience to allocate resources to business units, and help develop sales targets for KPI measurements.

**Accounting** – Comprehensive knowledge of financial administration and accounting theories, standards, and principles to comply with local regulations.

**Transfer Pricing** – Establish inter-co transfer pricing to adhere to local requirements for invoice bills to the US, Australia, India & and other countries.

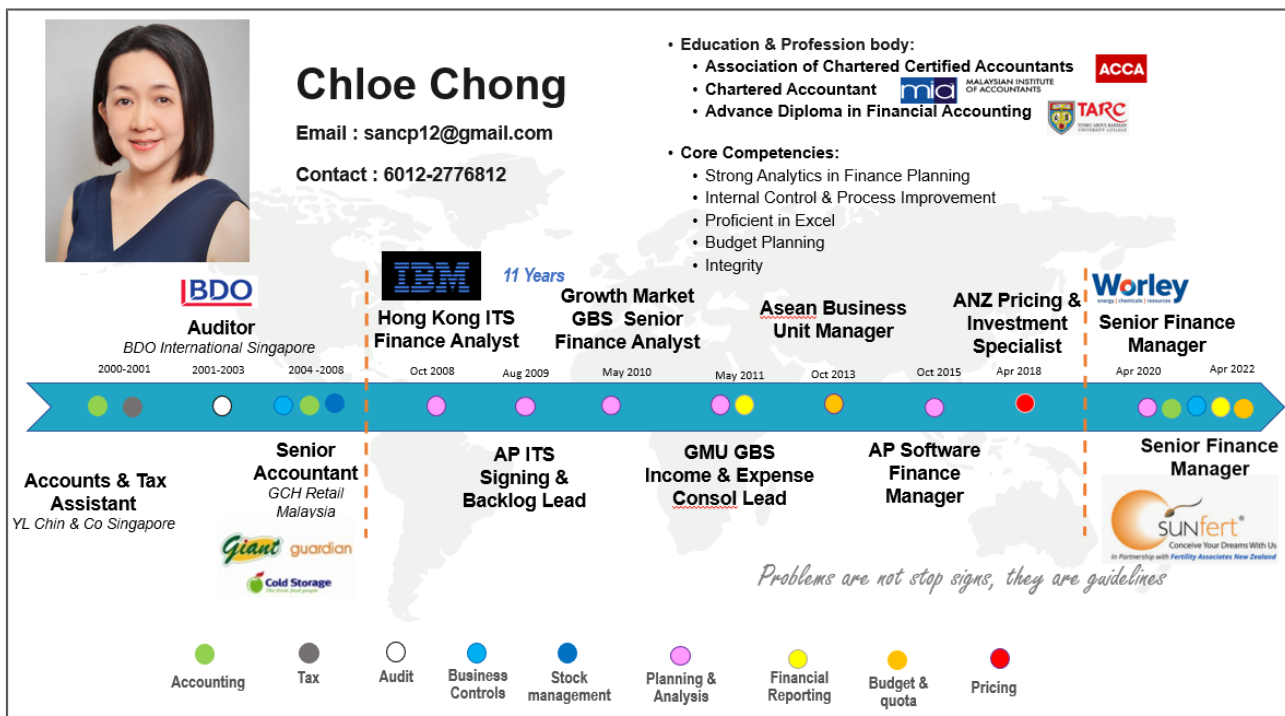
**Process Optimization** – redesign finance processes to eliminate inefficiencies, reduce manual work, and enhance automation. streamlining workflows for financial close, accounts payable and receivable, and financial reporting

**Regional experience** – Experience working in a global, matrixed, fast-paced organization with stakeholders across multiple territories.

With the qualifications I've described in this letter and on my resume, I am confident I am a perfect match for a CFO position within your company. I am most eager to implement my experience and contribute to your organization. I look forward to the opportunity to further discuss this with you in detail.

Sincerely,

*Chloe Chong*



## CAREER HISTORY AND PROFESSIONAL EXPERIENCE

Apr 2022 –  
Present  
(5 months)

### Senior Finance Manager Sunfert International Fertility Centre Sdn Bhd | KL, Malaysia

Industry IVF Medical Centre

Work Description:

Finance department head for the group, reporting to GM & New Zealand Holding Company.

- Overseeing the planning, implementation and running of all the finance activities of the group, including **business planning, budgeting, forecasting, risk and governance**.
- Ensuring that **internal controls** are in place, enforced, and reviewed periodically for conformance to accounting and financial standards and applicable regulations.
- Analyses financial statements, and **prepares financial reports** and recommendations to Top Management and the Board of Directors concerning financial performance.
- Annually creates a **budget** plan that aligns with overall business plans and strategies, and reviews the budget plan with Top Management and the Board of Directors.
- Responsible for supervising and managing a team of finance staff to perform the daily and **monthly accounting** functions and operations.
- Responsible in **tax** estimation for all the related companies in order to comply with the statutory body's requirement.
- Liaising with auditors, tax agents, banks and other **statutory bodies** / authorities on internal and external audit matters, statutory and tax requirements compliance and responses.
- Explore an opportunity with **EPF** board and enter agreement as **business partner** for online Fertility Withdrawal application.
- Initialize the **Direct Debit** and **FPX payment gateway** & negotiating **lower Merchant Terminal rates** to achieve cost savings.
- **Improving** the **AR** balance & enforce tight control over uncollected outstanding payment.
- Involves in evaluating **expansion opportunities** and acquisitions, and assessing the financial implications of strategic initiatives.

Apr 2020 –  
Jul 2021  
(1.3 years)

**Senior Finance Manager**  
**Worley Shared Services Sdn Bhd** | KL, Malaysia

Industry                      Business Share Services Centre

Responsibilities and deliverables: -

**Head of Finance** for Share Services Centre (SSC), provide business and finance support to operation management & Global Share Services Director.

- Involved in Share Services growth **expansion & transformation** to build a new SSC in India & Columbia. Providing guidance to set up new finance system, operation process, chart of accounts & billing code.
- Coordinates annual **budgets, forecast** exercise with operation managers, preparation of capital expenditure plans for Business Units.
- Manage **Transfer Pricing** true-up reconciliations, establish inter-co transfer pricing to adhere local requirement for invoice bill to US, Australia, India & other countries.
- **Monitoring business performance** on resource utilization, revenue & cost drivers, business risks and opportunities.
- Identifying area of potential improvement to finance processes, including **simplification** and **standardized processes**.
- Developing key financial indicators (**KPI**) to measure the performance of the Business Units
- Manage SSC **cash flow** hedging fund in different foreign currency and monthly payroll funding.
- Oversee the preparation of all **management** and **financial reports** including sales, productions, profit and loss, balance sheet. Managing company invoicing, AR collection and creditor payment.
- Ensure **compliance** with statutory requirements as well as company internal policies, guidelines and standards and effective internal controls and risk management.
- Manage the details of insurance, taxation and corporate company matters and handling of agreements, supervise the maintenance of statistical records.
- Providing transparency and finance support to the Global Share Services Director in all aspects of **financial analysis** and **business planning** to achieve the Business Units goals.
- As a finance manager for a company with under 250 employees, responsible for company **restructures planning**, ensure financial transparency and forecasting for all strategic decisions. With outsourcing of partial business operation, 25% **cost savings** has been achieved and enhanced business profitability during pandemic period.
- Establish severance package, retention bonus for transitional staff during company restructuring plan.

Oct 2008 –  
Apr 2020  
(11 years)

## Finance Manager / Finance Advisory IBM Malaysia Sdn Bhd | Selangor, Malaysia

Industry IT company under Finance Share Services Division

### Responsibilities and deliverables: - Pricing & Investment Specialist

- Provide financial data (Revenue, pricing & gross margin) to operational management, driving financial performance through commercially sound decision making and analysis.
- Support the management team with the on-going complexities of bid until **contract signed** with client.
- Work with the operational team to ensure a robust commercial process in place to achieve **Pricing bid, budgets, and forecasts**.
- Act as a lead to drive **consistency & standardization** in analytics, deal management, pricing across region.

### Senior Finance Analyst / Finance Advisory

- Support Asia Pacific CFO & Operation Director on **financial reporting** for cross functional units.
- Working with Regional Leadership team, develop action plans to address major root cause, negative variances and build a sustainable cost savings program to **drive margin improvement**. Collaborate within the Global US Finance team, sharing best practices and reapplying those for other region and countries.
- Perform monthly **trend analysis** financial and operation KPI, identify key red flags and opportunities for further discussion with the executive management.
- Developed **forecasting** tools and dashboards to analyze **revenue** variance, business pipeline and industry trends.
- Responsible for creating annual **budgets** and allocate resources to business unit by conducting in-depth analyses in revenue, margin, cost, and expenses.
- Customize reports to support business operation to measure business performance metrics for key business decisions & goal.
- Work with operation team to facilitate the delivery of budget/forecast, ensure **roadmap deployment** achieve business targets.
- Carry out **SOX testing**/ compliance requirements according to company internal control compliance.

### Finance Manager/ People Leader

- Define skills capacity and **talents** required in the finance teams to meet business objectives for all task functions.
- **Develop team capabilities** and oversees their performance management.
- Build continuous **improvement** with a focus on increased efficiency, effectiveness and capacity.
- Support & develop the team accountable for high quality reporting, analysis, forecasting and business planning to achieve **stakeholder's needs**.
- Create an environment of **growth mindset**, allowing continuous improvement and simplification.
- Provides **leadership** and **direction** to the team, promoting transparency, knowledge and information sharing.
- Drive **productivity** and cost savings in line with organization agreed targets.

Feb 2004 -  
Oct 2008  
(4 years 8  
months )

**Senior Accountant**  
**GCH Retail (M) S/B** | Selangor, Malaysia

Industry      Retail / Merchandise

- Ensure integrity of all financial reporting and ensure compliance with the Company's financial policies and procedures.
- Responsible for overseeing the financial management operations (Sales, COS, GP & Stock) for 100 Giant stores & 200 Guardian stores during monthly accounts closing.
- Preparation of monthly Forecast and yearly Budget; providing timely monthly reporting and financial analysis to management
- Evaluate processes in Store and identify weaknesses & recommend for improvements  
Supervision of operational matters relating to invoicing, purchasing, AP management, inventory control, logistic and warehouse management.
- Provide RFP (Request for Proposal) and negotiation strategy support including participation in negotiations as necessary delivering optimal costs and terms (i.e., carton box income, fork truck lease vs buy etc.)
- Provide coaching to team members through sharing, education, and training.
- Performed complex general accounting functions, including preparation of journal entries, account analysis and balance sheet reconciliation.

Dec 2001 -  
Dec 2003  
(2 years )

**Senior Audit Associate**  
**BDO International** | Singapore

Industry      Auditing & Consulting (Business & Management)

- Responsibility for the planning and completion for audit field work and report preparation.
- Evaluate the client's system efficiency and recommended best practices.
- Managed portfolio, assign work and review work performed by junior assistant.
- Experience in the whole audit cycle and identify the risk area of audit assignment.
- Prepared consolidation accounts, cash flow statement for group of companies.
- Drafted the complete audit reports including all footnote disclosures.

Feb 1999 -  
Nov 2001  
(2 years 9  
months )

## **Audit & Accounts Assistant**

**Y L Chin & Co** | Singapore

Industry	Auditing & Consulting (Business & Management)
Role	Auditing, Accounting & Taxation

### **Auditor**

- Completed statutory audit of the financial reports of various companies, including in the private and publicly listed companies.
- Efficiently managed complete audit cycle including risk and control management of operations for effectiveness, financial reliability, and compliance.
- Preparing accounting-related reports and providing financial analysis upon completion of fieldwork to improve client internal controls and accounting procedures.
- Inspected accounts books and accounting systems for efficiency, effectiveness and use of accepted accounting procedures to record transactions.

### **Accounts Assistance**

- Experience in handling full set accounts which span across the construction, electrical precision, and trading firm.
- Mastered full-charge and general-ledger bookkeeping duties:
  - Completed quarterly closing reports for GST.
  - Integrated accounts payable, accounts receivable activity with general ledger.
  - Prepare taxation for company & personal income tax.

## PROFESSIONAL QUALIFICATION AND ASSOCIATIONS

- Year 2008 ~ Fellow membership for ACCA (FCCA)
- Year 2003 ~ Chartered Accountant (MIA)
- Year 2002 ~ Association of Chartered Certified Accountants (ACCA)
- Year 1999 ~ Advance Diploma in Financial Accounting (TARC)

## System & Skill

Advanced	Microsoft Excel, Marco, Microsoft Word, Microsoft PowerPoint, SAP, Hyperion, Essbase, TM1, Oracle and Cognos.
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Expected Salary	RM23,000
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