

Yin Shao Ming

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Summary

- Strong interest in digital finance, digital disrupters and social media marketing
- 18 years of experience in the banking industry with focus on investment and wealth management
- Developed business plans, strategies and products for Kenanga Investment Bank Berhad & Maybank Asset Management Group
- Designed and coordinated investment schemes in Luxembourg and Ireland
- Involved in task force responsible for obtaining RM 500 million seed capital from Maybank Group for various investment products
- Developed innovative cash management solutions (for tax efficiency) for institutional clients
- Led project teams from project conceptualization to implementation stage
- A licensed Capital Markets Services Representative (fund management) license holder, Malaysia

Experience



Head of Product Development

MYTHEO by GAX MD (A Member of Silverlake Group)

Jan 2023 - Present (1 year)

- 1) Lead the product development team
- 2) Manage, launch and maintain investment products/discretionary mandates
- 3) Ensure operational readiness and commercial viability of investment products
- 4) Run campaigns and promotions to drive sales and AUM



Vice President, Product Design & Development

Asia Pacific Investment Bank (APIB)

Feb 2021 - Dec 2022 (1 year 11 months)

- 1) Lead the product creation, product development and product management of the bank.
- 2) Develop and define content and product pitch creation for the wealth management team.
- 3) Assist wealth management team in closing deals with investors.
- 3) Work with internal stakeholders to develop and manage investment products.
- 4) Collaborate with external stakeholders ie. asset management companies and investment banks (Hong Kong AMC, Maybank Global Markets, Natixis Singapore etc) to develop investment products.



Vice President, Product Design & Development

Asia Digital Bank

Feb 2021 - Dec 2022 (1 year 11 months)

- 1) Lead investments and fund raising for Asia Digital Bank with external stakeholders via APIB.
- 2) Propose internal buy-ins for digital asset securitization (such as properties, resorts, agriculture, bio-waste and live stock farming) and other Labuan investment solutions.

- 3) Provide on-going training and education to internal sales staff on digital asset solutions such as non-fungible tokens (NFTs), asset-pegged tokens and cryptocurrencies.
- 4) Spoke on Malaysia's MyDigital blueprint and Asia Digital Bank on Facebook live.



Content & Product Development Manager

The Artisans Haven

Oct 2020 - Feb 2021 (5 months)

- 1) Create, develop and maintain merchant and campaign webpages using WordPress engine and social media handles ie. Facebook, Instagram and WhatsApp.
- 2) Create value add services to merchants by increasing page visibility, define call-to-action (CTA) items and improve aesthetic & content management.
- 3) Engage with merchants to improve virtual store content and user interface/user experience (UI/UX).
- 4) Drive Buy Now Pay, Later (BNPL) campaign management.



Product and Business Process Consultant

GFlex40

Sep 2019 - Feb 2021 (1 year 6 months)

Company turned insolvent

- 1) Worked with BNM Financial Development and Innovation Department (FDI) for Sandbox Application of the insurtech's license and approval.
- 2) Lead partnership collaborations and alliances to drive products & services co-creation, specifically with fintech, telecommunication and insurance companies (FWD Takaful, AXA Affin, MetLife, Digi-X, Axiata, Boost, Sedania Innovator, HelloGold, MyTheo etc)
- 3) Co-developed UI/UX with development team in India.
- 4) Co-developed, perform UAT and launch insurtech platform powered by Amazon Web Services (AWS) with development team in India.
- 5) Established wireframes for the company's insurtech platform and co-draw wireframes for collaboration and partnerships.
- 6) Established internal and external processes and policies manual to be in compliant with BNM.



Senior Manager, Unit Trust Investment

AmBank Group

Dec 2018 - Aug 2019 (9 months)

- 1) Managed a team of three for the bank's unit trust portfolio.
- 2) Conducted investment product review. Identified and filled product gaps by launching new products.
- 3) Launched, tracked and conducted post implementation review for marketing campaigns and product launches.
- 4) Tracked monthly sales by segment and region i.e. high net worth, retail and branches so as to identify growth channels.
- 5) Identified product revenue by asset type so as to increase product penetration.
- 6) Prepared monthly sales staffs' KPI for Performance, Analytics and Incentive team.
- 7) Prepared and provided revenue and income guidance to business finance on a monthly basis.
- 8) Prepared regulatory reportings for Securities Commission Malaysia and Federation of Investment Managers Malaysia (FIMM).

Self Employed

Self-Employed

Jan 2016 - Dec 2018 (3 years)

- 1) Managing a portfolio of stocks and generating ideas for investments
- 2) Keeping track of portfolio performances
- 3) Manage quantitative and qualitative risk
- 5) Execute investment ideas



Vice President, Alternative Investments

Kenanga Group

Sep 2014 - Dec 2015 (1 year 4 months)

- 1) Oversaw alternative investments portfolio which includes structured investments, foreign exchange, dual currency investments, equity linked investments and bonds.
- 2) Collaborated with global markets for pricing structured investments.
- 3) Initiated cross-border product offering (ASEAN Fund Passport) by sourcing asset managers in Singapore such as Lion Global Investors, Fullerton Fund Management, UOB Asset Management, Legg Mason, Vanguard Group etc.
- 4) Managed and grew the alternative investments portfolio business for the bank.
- 5) Trained internal sales staff.



Assistant Vice-President, Product Strategy & Development

Maybank Asset Management Group

May 2012 - Aug 2014 (2 years 4 months)

- 1) Managed a team of three for the company's product strategy and development department
- 2) Developed tactical and long term business plans with the objective to grow assets under management (AUM) and fee income revenue.
- 3) Liaised with the Securities Commission Malaysia to obtain product (mutual funds and wholesale funds) approvals.
- 4) Planned regional expansion (Singapore, Indonesia and Thailand) which includes distribution strategies and developing cross-border products (ASEAN Fund Passport).
- 5) Supported business development initiatives and synergy from the company's regional offices in Singapore, Indonesia and Thailand.
- 6) Strategically incepted wholesale funds to capture initial public offering (IPOs) proceeds. Garnered AUM of approximately RM 10 billion and RM 8.5 billion from Felda Global Ventures' IPO and Westport's IPO respectively.
- 7) Conducted product and client due diligence for the acquisition of Maybank GMT Asset Management (formerly known as PT GMT Asset Management, an Indonesian asset management company).



Section Head, Unit Trust and Structured Products

RHB Banking Group

Jul 2011 - Apr 2012 (10 months)

- 1) Oversaw the product and business plan for the bank's overall wealth management business

Manager, Product Strategy and Development

AmInvestment Bank Berhad (Malaysia)

Apr 2010 - Jun 2011 (1 year 3 months)

Assistant Manager, Product Strategy and Development

AmlInvestment Bank Berhad (Malaysia)

Apr 2008 - Mar 2010 (2 years)

Senior Executive, Product Strategy and Development

AmlInvestment Bank Berhad (Malaysia)

Sep 2005 - Mar 2008 (2 years 7 months)

- 1) Conceptualized, planned and implemented new product ideas.
- 2) Present product proposals which includes financial feasibility, product rationale and investment thesis to the board of directors for approval.
- 3) Liaised and conducted due diligence for collaboration with external investments banks and asset managers such as Credit Suisse, BlackRock, JP Morgan, Citigroup, BNP Paribas, Schroders, Allianz Global Investors, HSBC Asset Management etc, for development of new products.
- 4) Liaised with the Securities Commission on new product submissions and approvals.
- 5) Negotiate and execute distribution agreements with Citibank, HSBC, UOB, Standard Chartered etc.
- 6) Trained internal business development staff.

Education



Staffordshire University

BSc. (Hons) Business Computing, Asia-Pacific Institute of Information Technology,
Business Information Technology

2001 - 2005

SMK Taman SEA

1995 - 1999

Licenses & Certifications



Online MBA: Award Winning Business School - Udemy

UC-6SVMF2L5



Capital Markets Services Representative License - Fund Management - Securities
Commission Malaysia



Product Analytics Certification (PAC) - Product School

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Skills

Wealth Management • Investment Advisory • Asset Management • Mutual Funds • Structured Products
• Business Strategy • Business Planning • Strategic Planning • Banking • Capital Markets