

JIA WEI TEO

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PROFESSIONAL EXPERIENCE

Gentari Green Mobility, Product Analyst | Kuala Lumpur, Malaysia 4/2023 – Present

- Oversee and drive development of *Gentari Go* (green lifestyle platform) as Product Manager from ideation to launch and beyond.
- Launched *Gentari Go* with 4 core features, achieving 5.5K downloads (34% of 16K addressable market of EV drivers in Malaysia) and MYR140K revenue in 60 days, with 15% WoW growth rate and 83% 5-star ratings
- Wear many hats and navigate the product lifecycle. Facilitated design sprint, refined product roadmap and go-to-market strategy, validated product branding, conducted user testing, decided UX design improvements, and established new ways-of-working.
- Independently storyboarded and produced a vision video within 4 days using Lumen5, saving MYR150K.
- Developed operating model and established the Gentari Enterprise Digital unit, centralizing initiatives and ensuring synergy.
- Appointed as Secretariat to manage the progress of 5 enterprise digital priorities (MYR 32M budget).

Gentari, Strategic Communications Analyst | Kuala Lumpur, Malaysia 1/2023 – 3/2023

- Executed a brand awareness campaign utilizing SEM and SEO, resulting in a 71% increase in website traffic and substantial impressions i.e., 2.6M on Facebook and Instagram, 1.3M on Google Display Network (GDN), and 200K on LinkedIn.
- Advised branding and creatives for green mobility products in Malaysia and India, ensuring brand identity cohesiveness.
- Launched the fastest DC supercharger in Southeast Asia; led Gentari's first official engagement with automotive media.

PETRONAS, Executive, Clean Energy Solutions | Kuala Lumpur, Malaysia 3/2022 – 12/2022

- As 1 of the 15 startup members, played a key role in establishing Gentari, a clean energy solutions entity, within 6 months.
- Developed a comprehensive brand strategy, identity, and architecture, positioning Gentari as a prominent player in the clean energy industry. Coordinated 50 professionals to execute a high-profile launch officiated by the Prime Minister, reaching 74M.
- Introduced and championed agile methodologies (Scrum); developed and implemented communication protocols for 150 people.
- Managed MYR48M contract: developed and applied rigorous governance principles, tracked deliverables, and resolved disputes.

PETRONAS, Innovation and Digital Advisory | Kuala Lumpur, Malaysia 4/2021 – 2/2022

- As a member of the pioneering team (0.05% acceptance rate), drove corporate innovation and proliferated "Working Backwards" methodology by coaching diverse teams and designing innovation resources, achieving 3.8/4.0 coach rating by participants.
- Planned and ran 8-day innovation masterclasses, including an Executive Leadership cohort with PETRONAS C-suite, attracting and managing 195 participants and a team of 85 personnel. Achieved perfect program producer score of 4.0/4.0.
- Led a cross-functional team as Product Owner and Lead Developer for innovation process automation using Microsoft Power Apps, Flow, and Power BI. Implemented 4 features replacing 6 months of manual work, and expanded the user base by 5 times.

Boston Consulting Group (BCG), Summer Associate | Bangkok, Thailand 6/2019 – 8/2019

- US\$2.5M Energy industry post-merger integration case: Strategized and orchestrated 12 procurement synergy initiatives.
- Developed a lead-time and demand forecasting model and a macro tool that efficiently identified duplicate inventory, resulting in 50% power plant inventory reduction and cost savings of US\$150 M.
- Spearheaded weekly client meetings, drove collaborative efforts, and fostered alignment between stakeholders.

The Wharton School, Teaching Assistant (Data Exploration; Statistics) & Research Assistant | Philadelphia, USA 2018 - 2020

NUS Business School, Strategy Research Intern (Co-Authored MBA case studies) | Singapore 2018

Golden Bridges Foundation (Nonprofit), Communications and Research Intern | Beijing, China 2017 - 2018

EDUCATION AND AWARDS

The Wharton School, University of Pennsylvania | Philadelphia, USA

B.S. in Economics, *summa cum laude* (CGPA: 3.80/4.00) | Concentrations in Business Analytics; Management; Actuarial Science

- Joseph Wharton & Benjamin Franklin Scholar (25 selected from 525 students for engagement in liberal arts and sciences)
- Dean's List (all years); Penn Global Research & Internship Program Awardee (selected from ~400 candidates)
- PETRONAS Scholar (selected from 7.5K applicants based on academic merit and leadership); Rhodes Finalist (Malaysia Top 8)

SKILLS / INTERESTS

Languages: Mandarin & English (bilingual); Malay (proficient); Cantonese (conversational); Japanese (JLPT N2; basic speaking)

Skills: Product Management; Project Management; Strategy; Communications; Data Analysis; Innovation

Tools: Microsoft Power BI, Power Apps, Flow, Excel, PowerPoint; Tableau; Mural; Canva; Azure DevOps, Asana; Python; R

Passions: Aerial Yoga (Level 0 instructor); Lion Dance (60 gigs; 2nd place US Intercollegiate 2019); Rock Climbing; Pole Fitness

MOOC/Certifications: Professional Scrum Master I; Google Digital Marketing Foundations; Google Foundations of UX Design