

## EDUCATION

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| Jun 2012 – Jun 2014 | <b>Chartered Financial Analyst (CFA) Programme</b> <ul style="list-style-type: none"> <li>• Successfully sat for and passed all three levels of CFA exams on the first attempt</li> </ul>  |
| Aug 2006 – May 2010 | <b>National University of Singapore (NUS)</b> <ul style="list-style-type: none"> <li>• Bachelor of Business Administration (Accountancy) (Honours)</li> <li>• Presented the NUS BBA (Merit) Scholarship</li> <li>• Enrolled in the prestigious University Scholars Programme, a multi-disciplinary academic programme which accepts only 3% of each undergraduate cohort</li> <li>• Awarded the Dean's List twice (2006 and 2009) for being in top 5% of Business cohort</li> <li>• Cumulative Average Point (CAP): 4.32/5.0 (2<sup>nd</sup> Upper Class Honours)</li> </ul> |
| Jan 2009 – May 2009 | <b>University of Edinburgh, Scotland (Student Exchange Programme)</b>  |
| Jan 2004 – Dec 2005 | <b>Hwa Chong Institution</b> <ul style="list-style-type: none"> <li>• GCE 'A' Levels with distinctions in Biology and Economics</li> </ul>   |

## CORPORATE EXPERIENCE

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| Mar 2014 – Present | <b>UOB Asset Management Ltd (UOBAM)</b><br><b>Product Development &amp; Marketing Communications, Assistant Vice President</b> <ul style="list-style-type: none"> <li>• Selected to be in key strategic initiative working group to cross-sell UOBAM investment solutions to other business segments of UOB Group; driving development of product catalogue</li> <li>• Selected to be in UOBAM strategic review working group to ensure efficient resource allocation to support core/non-core capabilities, developed proposals and designed slides for Senior Management <ul style="list-style-type: none"> <li>- Selected to be member of workstream on implementing new capabilities. Developed proposal which resulted in resources being dedicated to launch new investment capability.</li> </ul> </li> <li>• Examine regional product suite and develop new product ideas to plug product gaps by conducting independent research and determining feasibility with input from Fund Managers (FMs), regional Sales and Product teams, and third party strategic partners</li> <li>• Independently drive process flow to launch new products: Presenting business case and obtaining approval from Regional Product Committee, liaising with internal and external parties to execute full product launch process (e.g. offering documents, account opening) <ul style="list-style-type: none"> <li>- Currently driving process flow to launch liquid alternative fund</li> <li>- Successfully launched global equity fund with smart beta elements</li> </ul> </li> <li>• Provide market intelligence: Analyse data on fund performance and flows compared with peers, design slides and present findings at monthly management meetings; designed slides for UOBAM Board of Directors February 2016 meeting</li> <li>• Engage UOB product team, organise monthly meetings, provide product support</li> <li>• Analyse features of existing products, develop proposals for improvement while staying competitive, present case to Senior Management and obtain approval, plan and execute fund variation projects <ul style="list-style-type: none"> <li>- Currently planning and executing fee rationalisation for full suite of existing funds</li> <li>- Successfully drove process flow to increase management fees for two funds</li> </ul> </li> <li>• Organised signing event of Memorandum of Understanding in May 2015 between UOBAM and Wellington Management Singapore, selected to emcee at signing ceremony guested by Senior Management from UOB and Wellington</li> <li>• Revamped <i>Quarterly Investment Strategy</i> publication by engaging internal and external stakeholders; made the content more concise (50% decrease in length) to improve reader friendliness</li> <li>• Produced marketing materials: Prepared content and designed two thematic publications on Asian fixed income and Multi-asset Income investing to support the sales of two focus funds; conducted research, drafted content and designed fund brochure and placemat; performed editorial checks and layout of monthly fund/market commentaries and <i>Quarterly Investment Strategy</i> publication</li> </ul> |
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## REGIONAL EXPERIENCE AND PROJECTS

### Regional Product and Sales Committee (RPSC), Secretariat (January 2016 – Present)

- Developed guidelines and designed slide templates to promote the discussion of new ideas and to determine the feasibility of regional launches; obtained buy-in from Product and Sales teams from Singapore and five overseas subsidiaries
- Facilitate monthly meetings, consolidate materials and ensure they are in order

### UOB Asset Management Co., Ltd. (Thailand) (August 2015 – October 2015)

#### Product and Investment Strategy (Work Attachment)

- Initiated and obtained approval for 2-month overseas work attachment to gain regional exposure with Product & Investment Strategy team which plans and executes the firm's product pipeline considering investment market developments and client needs
- Independently completed Due Diligence Questionnaires accurately for submission to UOB Thailand and UOB Singapore Product Sales Committees
- Performed post launch reviews of unit trusts to analyse performance and AUM raised
- Designed slides for upcoming fund launches and refined fund marketing collateral

### Regional Product Committee (RPC), Secretariat (April 2013 – December 2015)

- Developed Terms of Reference and Guidelines, designed all product approval and reporting templates to facilitate committee's oversight of the UOBAM Group's product-related matters. Obtained buy-in from regional product teams and committee and rolled out framework within tight timeline of two months.
- Facilitated monthly meetings and took minutes, consolidated materials and ensured that they are in order

### UOBAM Special Regional Projects (January 2014 – August 2015)

- Foreign Account Tax Compliance Act (FATCA) Working Group, Coordinator
  - Appointed main coordinator to roll out FATCA programme for UOBAM Group (including 5 overseas subsidiaries) while successfully managing existing Product Development jobscope in Singapore
  - Set up FATCA project structure for UOBAM Group and coordinated with UOB FATCA Project Management Office and multiple UOBAM departments including overseas subsidiaries to ensure that the UOBAM Group implements policies and procedures to comply with regulatory timelines while staying pro-business, incorporated FATCA language into all legal documents
  - Presented project status updates at quarterly UOB Project Steering Committee meeting comprising UOB Group's Senior Management, and monthly UOBAM Regional Risk Committee meetings, including independently conducting major exercise to analyse the business impact of FATCA by performing AUM impact analysis

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## UOBAM

Apr 2012 – Feb 2014

### Product Development & Marketing Communications, Manager

- Designed presentation slides to propose 3-5 year strategic product plan to Senior Management, reviewed products and performed gap analysis, recommended action plans
- Analysed management fees of existing products, created management fee analysis model in Excel, demonstrated that increasing management fees for one fund can increase the firm's profitability while the fund stays competitive, and successfully executed project
- Independently drove process flow to launch funds
  - United Japan Small and Mid Cap Fund: collaborated with Sales and Thai Product team to identify launch opportunity, managed added complexity due to appointment of foreign sub-manager, designed marketing pitchbook. Liaised with internal and external parties to execute full product launch process (documents include Due Diligence Questionnaire, Outsourcing Review, Sub-Management Agreement, tripartite Operating Memorandum and offering documents)
  - United Asian Local Currency Bond Fund: conducted research and performed peer comparison analysis to support Thai office
- Coordinated termination of United Global Bond Fund; presented business case and obtained approval; planned schedule and ensured project timelines were met
- Developed concepts for new products through collaboration with FMs and Sales and designed product pitchbooks

- In-charge of product development for Taiwan market (Apr 2012 – Apr 2013)
  - Key coordinator for unprecedented project to hold Extraordinary General Meeting (EGM) for unit trust (majority stake held by Taiwanese investors), managed entire process flow including feasibility study and liaison with legal counsel, obtained successful result to change the fund's investment objective
  - Analysed information on local business trends and engaged FMs on feasibility of proposed ideas, developed model portfolios, ran back-tests, designed pitchbooks
  - Engaged Taiwan Product team with monthly calls on the product pipeline and current industry developments; furnished reports and provided timely support

Jan 2012 – Mar 2012

**United Overseas Bank Limited (UOB)**  
**Group Compliance – Asset Management, Senior Officer**

- Performed review and testing of investment valuation process flow, identified gaps in obtaining prices from external third parties and suggested improvements
- Cleared fund-related marketing materials from a regulatory perspective, eg. monthly fund commentaries, fund marketing collateral (press advertisements, brochures, placemats)

Aug 2010 – Dec 2011

**UOB Management Associate (MA) Programme**

- 1 out of 27 selected from over 1000 applicants via stringent 5-round selection process for the prestigious 16-month UOB MA Programme
- Rotation programme through asset management value chain: regional business sales, unit trust operations and institutional mandate operations and compliance
  - Designed pitchbook for Latin American funds appointing foreign sub-manager
  - Analysed regulatory impact of new Representative Notification Framework on UOBAM, developed application templates to facilitate collecting information from employees, performed review and testing of process
  - Cleared marketing materials (eg. fund advertisements and monthly fund commentaries)
- Selected to join special projects team including McKinsey consultants to streamline end-to-end process flows for mortgage loans and KYC processes for global financial institutions, identified areas for streamlining, identified fields for system inclusion and liaised with business unit on system design

**SKILLS/OTHER INFORMATION**

- Successful sat for and passed CMFAS M3, M5, M8A, all on the first attempt
- English – first language, Mandarin – fluent
- Proficient in Microsoft Office; competent in Bloomberg, Morningstar and Lipper
- Interests include piano (ATCL Performance Diploma, Trinity Guildhall, Jun 2008) and singing (actively participated in choir from 2000-2014, assumed leadership and teaching positions from 2002 onwards)