

## Rong CHEN

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### Professional Experience

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#### UBS AG Investment Banking | Middle Office Analyst | Oct. 2016 – Current Singapore

- Derivatives - Rates & Credits: trade support, trade life cycle management and projects for system improvement.
- Regulation reporting : manage and monitor trade reporting status for APAC region.

#### UBS Asset Management | Middle Office Analyst | Apr. 2016 – Aug. 2016 London

- Establish end-of-day risk escalation matrix across APAC, U.S. and Europe asset management operations.
- FX and passive desk trade support, fund cash movement control.

#### UBS AG Investment Banking | Settlement Analyst | Sep. 2015 – Apr. 2016 London

- Led business analysis for 5000+ trades to improve settlement efficiency in terms of regions and clients.
- Project to move current clients to shared platform to auto-release settlement instructions.
- Mapped funding flow from front to back for MENA market.
- Monitor daily cash-equities trade settlement status in EMEA market.
- Manage daily trade queries and escalation to middle office.
- Regulation reporting report for prime brokerage trades.

#### Solidiance Consulting | Strategy Analyst | Mar. 2015 – Aug. 2015 Shanghai

- Redefined marketing strategy of a Fortune 500 automobile company which successfully led to 2% market share increase in Chinese market.
  - Performed detailed market analysis for 4 key Chinese regions.
  - Conducted hundreds of face-to-face interviews with wholesalers, retailers and competitors in each region to understand the top-down supply chain and each of their requirements.
  - Analyzed the value propositions the client could offer in terms of profit margin, price-quality and reputation.
- Advised a Fortune 500 automotive battery company on its marketing strategy for newly launched product. Redefined the market strategy to achieve the company's profit double to 20% in 5-year time in China.
  - Conducted face-to-face interviews mainly with client's biggest wholesalers in each region.
  - Analyzed the market confusion which was due to top-down unclear marketing strategy from U.S. headquarter.
  - Redefined market strategy to differentiate product line in terms of price and services provided.

#### Wine company Start-up | Business Manager | Apr. 2014 – Dec. 2014 Beijing

- Key member in a start-up group with main responsibilities in market positioning, margin defining, sales strategy, supplier and client relationship management, transaction and inventory management.

#### Emerging Strategy Consulting | Business Analyst | Nov. 2013 – Mar. 2014 Shanghai

- Focus on market intelligence research to help client understand market risks and opportunities; Support sales team by writing briefing documents to initiate business with potential clients.

#### Bank of China (BOC) | Accounting Analyst | Aug. 2012 – Jan. 2013 Paris

- BOC inter-bank accounts reconciliation, daily reports, and cancelled trade risk control.

### Education

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#### St Mary's University Twickenham | Aug. 2015 – Aug. 2016 London

– Postgraduate Certificate in International Business Practice

#### University Paris IX Dauphine | Sep. 2011 – Feb. 2013 Paris

– Master in International Financial and Monetary Economics

#### University of Luigi Bocconi | Feb. 2012 – Jul. 2012 Milan

– Erasmus Exchange in Master of Finance, with Erasmus Scholarship

#### University Toulouse 1 Capitole | Sep. 2007 – Jun. 2011 Toulouse

– Bac + 4 in Economics and Management, Top 5%, Grade of 20 over 20 in Mathematics

### Skills

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**Language:** Native Mandarin, fluent French, fluent English

**Computer:** Eviews, VBA, MS Word, MS Excel, MS PPT

**Certificate:** CFA level 1 candidate

**Interests:** Reading, swimming, running, traveling