

Baldwin Choy Ching Fai

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PROFILE

- Experienced sales person with expertise in financial technology, banking & business development processes
- Strong ability to build networks amongst clients & peers
- Keen interest in capital markets, fixed income sales & private equity

EXPERIENCE

Bloomberg LP

Singapore

Sales Representative, Regional Banks

Sep 2015 – Present

- Showcased Bloomberg Professional solutions to both potential & existing clients, including top tier financial institutions
- Forged deep & trusted relationships with clients, by understanding their businesses, pressures & concerns in a consultative manner
- Positioned Bloomberg solutions across Core Terminal & Enterprise Solutions such as Data, Connectivity Tools, Order Management Systems & Risk
- Covered Sales across Local, Chinese, Taiwanese, Indian, Korean & Canadian Banks and Brokers in Singapore

Achievements:

- Top Sales Associate 2016 (ASEAN Region) – exceeded sales targets by 250%
- Built & entrenched Electronic Trading community (Fixed Income Trading, FXGO, IB Dealing)
- Appointed as the APAC Charts Advocate & ASEAN Fixed Income Advocate

Fixed Income & Charts Specialist, Financial Analytics

Oct 2014 – Aug 2015

- Provided 24/7 support for Bloomberg Terminal users across the world spanning multiple industries
- Interacted with clients over Instant Bloomberg, calls & site visits to address their questions & conduct training

Achievements:

- Attained Fixed Income & Charts Specialisation, also trained in FX & Portfolio Tools

Bank of Tokyo-Mitsubishi UFJ

Singapore

Relationship Manager, Corporate Banking Division

Jul 2013 – Sep 2014

- Developed business with existing & potential clients for banking solutions such as FX, Structured Products & Project Financing

- Built close relationships with Global MNCs to capture key opportunities such as capital injections & inter-company loans
- Structured transactions based on clients' current requirements, liaising internally across Credit Control, Compliance & Money Transfer teams to close deals

Achievements:

- Clinched the biggest single deal (USD 500k) within the Corporate Banking Division in 2014
- Won over large transaction volumes from competing banks

Credit Suisse AG

Singapore

Industrial Attachment, Financial Accounting - Compensation & Benefits Jan 2012 – Jun 2012

- Prepared global accrual & amortisation schedules for Expat Tax, Insurance and Hypo Tax
- Performed accounting for interest & payment for loans based in APAC & the Americas
- Streamlined reporting processes using VBA automation for CS Philanthropy APAC & Product Control Treasury Rates

Achievements:

- Completed several projects under the Operational Excellence Program to increase operational efficiency across various departments

Ministry of Health Holdings

Singapore

Finance Intern, Strategic Financial Management Dec 2011 – Jan 2012

- Assisted in the analysis & review of financials for 4 polyclinics in a MOH costing exercise observing costing trends
- Reviewed costing models & frameworks using Activity-Based Costing across Community Hospitals (CH)

Achievements:

- Established conceptual framework for Home Care Costing (Home Nursing Foundation)

LTC LLP (now known as RT LLP)

Singapore

Audit Intern May 2011 – Aug 2011

- Performed statutory audits on Singapore listed companies & subsidiaries
- Work done includes vouching, sampling, disclosure documentation & preparation of management letters for accounts such as Cash, Fixed Assets, Shares, Account Payables & Receivables

EDUCATION

National University of Singapore

Singapore

Bachelor of Business Administration (Accountancy) 2009 – 2013

SKILLS

Languages

- English (Native), Mandarin Chinese (Fluent) and Cantonese (Fluent)

Software

- Microsoft Office, Bloomberg, Basic VBA

Interests

- Competitive running, Sports & Travelling