

YVONNE HO

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PROFESSIONAL SUMMARY

Studied in Canada with more than 15 years of experience in well-known financial companies, I am a seasoned and matured sales focusing on quality complex sales and strategic account management in financial information/ technology services industry in Greater China. My professional qualification includes:

- Proven track record of selling financial information services and workflow solution to buy-side and sell-side institutions
- A dynamic individual with strong relationship building and negotiation skill in putting strategies around new sales
- Proficient in leveraging client network and market intelligence to grow sales pipelines and create new revenue
- Seasoned in building and maintaining sales relationship from junior to C-suite level
- Possess solid knowledge of financial market and financial technology products
- Effective in collaborating with product managers and specialists in product research, development and enhancement
- Received competency training in equity, fixed income, commodity and derivatives
- Experience in organizing and conducting training & seminars for marketing and business development
- Native in Cantonese, Fluent in English and Mandarin

CAREER HISTORY

2016 - Now

Mindfulness practice - a mental health training to sustain/ strengthen people's mindset against fluctuating conditions of the external world

Pursuing Japanese language studies

Personal travel - Japan, China, Taiwan, Thailand, Vietnam

2000 - 2015

BLOOMBERG L.P.

SENIOR SALES & KEY ACCOUNT MANAGER

JAN - SEP 2015

- Generated new revenue from major corporations, including HK Electric, CLP, MTR, Kerry Group
- Created sales strategies and structured deals for selling a new system - Treasury Risk Management
- Developed IR and commodity community to create strategic sales
- Built sales pipelines and followed through with deal closure of enterprise solutions

Achievements:

- Sold the first 2 Treasury Risk Management (TRM) deals in Asia
- Increased product penetration in IR and commodity space
- Coordinated LME events and generated sales for different regions

**SALES & KEY ACCOUNT MANAGER,
SHANGHAI & S. CHINA (HK BASED)**

JUN 2010 - DEC 2014

- Created strategic sales into major equity institutions and banks, including Morgan Stanley, BoAML, CICC, CSF, Boser, E-Fund, Guang Fa, China Merchants Bank, Ping An Group etc
- Specialized in running product strategies in sales team for positioning OMS and data solutions
- Collected market intelligence for business development and product enhancement
- Setup training center for southern China customers
- Mentored and evaluated junior sales

Achievements:

- 100% penetrated into QDII community with enterprise solutions, including terminals, portfolio management system, workflow solution and data solutions for further revenue growth
- Sold new cross border RQFII & QDII deals in HK
- Top Sales 2013 and 2014 in China team

ACCOUNT MANAGER, BEIJING (HK BASED)

FEB 2006 - MAY 2010

- Strategic key account management of government agents, major banks and brokerages in Beijing, including SAFE, CIC, BOC, CCB, CDB, Goldman Sachs, CICC, Citics
- Explored new business opportunities and managed sales process from cold calling to deal closure
- Smooth-out contract, compliance, accounting issues between customers and headquarters
- Identified new sales for other product teams including data solutions, OMS etc.
- Arranged and conducted training and seminars

Achievements:

- Strategically sold enterprise solution to new QDII institutions (terminals + OMS + data solutions)
- Packaged 1st Bloomberg enterprise solution to a new government sovereign fund
- Collaborated with data team to close 1st real-time data feed deal in China

SALES ADMINISTRATOR, GREATER CHINA

MAY 2000 - JAN 2006

- Administrated and supported Greater China sales force
- Generated sales reports for Regional Head of Sales on a regular basis
- Coordinated sales events and communicated between sales & other departments for smoothing out internal workflow

EDUCATION

1996 Simon Fraser University, Burnaby, B.C., Canada Bachelor of Business Administration

VOLUNTEER WORK

- Sunshine Action - food packing for low-income families
- Ark Eden Foundation - coastal cleanup @ Tai-O
- Feeding Hong Kong - Bread Run
- Oxfam - Trailwalker