# CLARE TANG

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## PROFESSIONAL EXPERIENCE

April 2013 - Present

**Manager - Segment Strategy and Business Development**
**Regional Treasures and TPC, DBS Bank Ltd**

Two key functions of the current role:
1. Business Lead in the execution of Regional Technology Driven Projects cutting across wealth segments and products.
2. Establish and drive Strategic Regional Initiatives to deliver growth of the regional franchise in customer numbers and Assets Under Management in Singapore, Hong Kong, Taiwan, Indonesia, China and India.

**Current Projects 2016-2018:**

1. ***ANZ Integration in SG, HK, TW, ID, CN***
   - Developed Regional RM and Customer Migration Principles for all 5 countries
   - Coordinated well received Frontline Engagement sessions for DBS Seniors to meet ANZ frontline staff in 5 countries, leading to high offer acceptance rates
   - Developed Regional Training Framework in conjunction with HR and COO
   - Oversee regional data mapping from a regional business perspective

2. ***Business Development and Segment Strategy***
   - Develop a strategy to grow the Offshore Wealth Business regionally
   - Plan the creation of new Wealth Segments in DBS Taiwan and Indonesia

**Completed Projects and Initiatives in 2014 & 2015:**

1. ***RM Mobility***: Business Lead in developing a comprehensive workbench on the iPad that defines the frontline digital strategy across the region. Leveraging on Human Centered Design, UX innovation and Agile delivery to optimize the way that RMs engage clients in Prospecting & Acquisition, Onboarding, Product Sales Process, Portfolio Management, Relationship Building
   a. Led the development and go-live of the Treasures Paperless Client Onboarding Journey in Singapore, Taiwan and Hong Kong
   b. Led for the development of paperless Unit Trust product sales in Taiwan which formed a blueprint for the rest of the region and a foundational piece for other investment products
2. ***Regional SME-Wealth Referral Framework***
   Rolled out a 6 country regional framework for SME Banking and Wealth Banking RMs to refer customers to each other. Recorded >40% increase in referrals and conversion rates from SME to Wealth within 3 quarters.

**Completed Projects in 2013:**

1. ***OET***: Successfully oversaw the development, testing and deployment of wealth customers' self-directed online equities trading to all 3 Wealth Segments in SG
2. ***Vickers Integration***: Reintegrated brokerage business (DBS Vickers) and dealers into the SG Treasures and TPC Franchise through change management, enhanced sales and operational processes
3. ***SG & HK Treasures on Avaloq***:
   a. Redesigned and streamlined the front office processes for rollout of Avaloq as a Wealth Investment Product booking platform
   b. Rolled out platform and process training programme for 200 Relationship Managers, Support staff and Product Specialists
   c. Launched Treasures Product Leveraging for all priority banking customers
4. ***SG Account and Product Migration***: Led a 6-month static data cleanup and subsequent mass migration of 4457 AI client accounts and SGD1.2billion flow product positions to Avaloq

April 2011-2013 **Client Services Manager**
**Securities & Fiduciary Services – DBS Bank Ltd**

- Principal contact point for internal service and support in Institutional Banking and Wealth Management, Assets Under Management totaling approximately 2.3 Billion

**Notable Contributions**

- **Product Migration for set-up of TPC Segment**
  a) Key liaison between business and operations to coordinate account migration for ringfenced clients
  b) Formulated Migration Cost Dimensioning for Franchise Head's approval
  c) Designed a comprehensive process and coordinated the seamless migration of > 500 accounts and 800 lines of securities over 2 weeks (incl in-flight transactions)
  d) Post migration monitoring: Identified root cause of a critical statement error, proposed a feasible tech solution and devised a Test Strategy that enabled UAT and production rollout to be completed before month end, averting major negative customer experience during statement release
- Initiated an account clean up that lead to savings of $40,000 per annum
- Designed a Regional Market Expense Grid for costs associated with Debt & Equities transfers in 10 markets to enable quick, effective decision making on waivers of transfer fees

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2010 – March 2011 **Client Services Assistant Manager**
**Global Custody, Securities & Fund Services, Citibank N.A. Singapore**

- First point of contact advising clients on matters relating to trades, clearing & settlement, corporate actions, asset transfers, cash transactions and reconciliations, custody billing and fund services
- Identified and resolved problems faced by clients or internal operational challenges quickly and effectively

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2007 - 2009 **Singapore Exchange Limited (SGX) -** The Central Depository (Pte) Limited
**Senior Associate** - Corporate Actions Services

**Equities (Dividends and Scrip Dividend Schemes) & Debt Securities**

- Managed Corporate Actions Events end-to-end by actively engaging Listco Issuers and their Legal Counsel to manage expectations, mitigate operational risks for Corporate Actions and ensure smooth execution of events
- Worked closely and cohesively with various departments to manage cash and custody transactions for our Corporate Clients, thus enabling them to meet their operational and liquidity needs

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2004 - 2007 **Insurance Agent - Prudential Assurance Singapore (Pte) Limited**

- Sale of Insurance and Investment Products
- Consistent performance led to achievement of **Star Club Award** (Top **10%** of sales force)

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## EDUCATION

2001 – 2004 Nanyang Technological University: Bachelor of Business (IT)