RENNY CHONG

Singapore Citizen
+65 9875 2288 renny.chong@gmail.com
https://sg.linkedin.com/in/rennychong

Profile Summary

- **4** years investment consulting (asset management) – client servicing/sales support, project and business management (front-to-back office) and investment performance
- Less than **1** year private equity – fundraising and client servicing (investor relations)
- **5** asset class product knowledge – equity, fixed income, hedge funds, private investments and real assets
- Experienced in managing institutional/HNWI client base across **5** regions – Asia Pacific, Europe, North America, Africa and the Middle East with global multi-cultural teams
- Bachelor of Science (Honours) – Statistics (National University of Singapore, 2008-2012; University of Alberta, Canada, 2010-2011)
- Completed CFA Level I

Skills / Highlights

- **Business Management:**
  - Global project management (rollout new business line; profitability project increased profits 50%)
  - Business plan/strategy
  - Utilising dashboards
  - Competitor landscape analysis
  - Conducting presentations
  - Personnel management
- **Sales/Client relationship management:**
  - Sales pitching leading to increased prospect conversions (30-50% increase in FY15/16)
  - Client servicing (follow up, requests, customising deliverables, product demo/training, presentation)
  - RFP requests
  - Client onboarding
- **Portfolio construction/reporting:**
  - Asset allocation (strategic/tactical)
  - Benchmarking
  - Investment performance calculation and attribution analysis

Experience

Abraaj Capital Asia Pte Ltd, Singapore
Analyst, Fundraising (Investor Relations), Investor Engagement Group — Nov 2016 – Jan 2017 (3 months)

The Abraaj Group is an institutional private equity platform with AUM of approximately US$10 billion across the emerging markets of Africa, Asia, Latin America, the Middle East and Turkey. The group is the client-facing arm that drives fundraising and provides client servicing to institutional investors.

I. **Investor Relations**

- **Fundraising** –
  - Created pitch book, due diligence materials and legal documents
  - E.g. Due diligence questionnaire (DDQ), private placement memorandum (PPM), performance track record and competitor analysis slide decks to drive new fund raises
- **Client servicing** –
  - Worked with investment deals team to provide quarterly updates on the funds' portfolio companies and performance in Asia Pacific investor calls and meetings
  - Optimised and maintained the CRM database and created comprehensive investor profiles for fundraising pitches

---

Cambridge Associates Asia, Singapore
Manager, Investment Performance, Performance Reporting Group — Oct 2012 – Nov 2016 (4 years, 1 month)

Cambridge Associates is a pioneer in the global investment consulting space, overseeing an AUM of approximately US$142 billion and serving as a gatekeeper to institutional and HNW clients in Asia Pacific, Europe, North America, Africa and the Middle East with (SWFs, government-linked organisations, government/private pensions, universities, foundations, trusts and family offices). The group analyses, tracks and reports on clients' portfolio performance.

I. **Sales and client servicing**

- **Sales and sales support in client/prospect meetings** –
  - Subject matter expert on the firm's product suite for clients and investment performance methodology/knowledge
  - Contributions have led to increased new client onboarding year-on-year
  - Conducted investment performance training for global clients and internal stakeholders
  - Proactive in client servicing
- **Creating client/prospect-ready meeting materials for internal and external use** –
  - Prepared slide decks and strategic plan for various initiatives for dissemination to clients and internal stakeholders
  - E.g. RFP pricing for firm's services, the rollout of a firmwide project for customised online portfolio monitoring and analysis, Optica Performance

Singapore Citizen
+65 9875 2288 renny.chong@gmail.com
https://sg.linkedin.com/in/rennychong

- **Customising and analysing of client's portfolio performance to value-add to relationship** –
    - Included extra portfolio performance summaries to clients on top of standard deliverables
    - E.g. Highlighting performance drivers on a fund manager and composite level, performance attribution analysis
    - Customised deliverables for client-specific analysis and offered post-delivery client support

II. Project management and business management

- **Cross-department oversight and implementation of global initiatives** –
    - E.g. The roll-out of a new digital-focused business line in APAC
    - E.g. Profitability and cost reduction project has to-date led to at least a 50% increase in profits
    - Led and collaborated with other departments' analysts and management on projects that would impact strategic business development items
    - Involved in planning, communications and roll-out of department and firmwide initiatives to stakeholders

- **Change driver and implementation of new firmwide performance reporting methodology** –
    - Project driver and thought partner on firmwide review and implementation of new performance methodologies on long-only and private investments
    - Assessing impact of changes on client portfolios' historical returns and a resource to consulting teams/clients on enquiries

III. Additional value add

- **Supporting clients' portfolio growth leading to an increase in total client AUM by 13% over 12 months** –
    - Enhanced and ensured accurate investment performance to drive ongoing portfolio construction/rebalancing: asset allocation (strategic/tactical), benchmarking, investment performance attribution analysis

- **Strong product knowledge in various asset classes** –
    - Including equity, fixed income, hedge funds, private investments and real assets

Personal Highlights

- **Overseas Community Involvement Project, Yangon – Myanmar (Team Leader)**
  Planning and implementing the teaching curriculum for local children and village construction efforts

- **Interests**
  Reading, Investing/Business, Fitness, Trekking, Photography, Travel, History, Philosophy and Culture