**Goh, Lay Hong**

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*A member of CPA, Australia specializes in Fund Administration, Fund valuation and reporting in both BUY and SELL side. Hold a Bachelor degree in Commerce (majoring in Accounting and Finance) and proficient in Microsoft Excel. Looking to continue to leverage my knowledge and experience in a role within the Fund Industry.*

# Summary of expertise

## Project management on system migration

## Fund accounting and Fund administration on Traditional Funds, Mutual Funds and Fund of hedge Funds

## Investment Operations including but not limited to trade matching and trade settlement, cash and securities reconciliation, cash management and cash forecast of Funds, transfer agency function

## Securities data management (security master reference set-up and maintenance, pricing, corporate action) and maintenance of GICS / GICS / FTSE / Barclays classification codes

## Coordinates new business implementation / new Fund launches(from opening of market accounts, application of foreign institutional investors’ licenses, trading accounts to setting up of ops flow with various stakeholders)

## Coordinates regular periodic service review and due diligence with service providers.

## Coordinates with auditors and service providers in the review of financial statements per RAP 7 and in accordance to CIS guidelines by MAS for Singapore domiciled Unit Trust Funds

* Acting as daily contact and point of escalation for Japanese Institutional clients, appointed sub-managers and service providers for prompt issues resolution.
* Good financial product knowledge (Equities, Fixed Income, Money market, FX, NDF, Futures, Swaps, Collateral).

# Professional Experience

## The Bank of New York Mellon, Asset Servicing, Fund services

## *Lead Analyst, Project Management, March 2016 – Present*

* Overall in-charge for the security data management stream, laying the groundwork for master security reference fields, pricing rules and validation rules, and overseeing the Corporate Action process flow in Eagle Investment System for migration readiness.
* Engaged in the reconciliation of migrated data and parallel running of the valuation reporting.

## *Senior Associate, Securities Data Management, May 2013 – Feb 2016*

* Oversee and manage the centralized function of securities price update, master security reference data, corporate action for fund accounting teams as well as FTSE / GICS / BICS / Barclays Classification codes for portfolio compliance reporting team.
* Achievement includes process flow overhaul that minimizes no. of operational errors to fewer than 10 within a year.
* Building new templates / improving existing templates to make daily process flow more robust and provide wider and more comprehensive coverage.
* Lead and completed the incorporation of Bloomberg Per Security Data License.
* Manages and coach a team of 15 staffs.

## Matcham Capital Investment Management Pte Ltd

## *Operations Analyst (Contract), September 2012 to October 2012 / February 2013 to May 2013*

* Prepares daily trade reporting, trade reconciliation, Profit & loss reporting, risk reporting on commodity futures and options executed.
* Documentation of Standard Operating Procedure (SOP).

## Fullerton Fund Management Company, Portfolio Services

## *Assistant Vice President, May 2007 to Jun 2011*

* Oversees the securities and cash reconciliation function and fund of hedge funds administration and valuation.
* Handles and follow up ad hoc daily operations issues with internal and external parties.
* Follows through with service providers on unmatched trades executed by appointed sub-managers to ensure timely trade settlements.
* Coordinates with auditors and service providers in the review of financial statements per RAP 7 and in accordance to CIS guidelines by MAS for Singapore domiciled Unit Trust Funds.
* Coordinates service review and due diligence with service providers.
* Coordinates new Funds launches, including market accounts and trading accounts opening, application of foreign institutional investors’ licenses, setting up of process flow with internal and external parties.
* Implementation, drafting & updating of Standard Operational procedure and fine-tuning existing work flow through automation.
* Point of daily contact and escalation for Japanese institutional clients, appointed sub-managers and service providers for prompt issues resolution.
* Manages and coach a team of 3 staffs.

## the Royal Bank of Scotland, Interbank Compensation, Global Banking and Markets

## *Officer, November 2006 to May 2007*

* Initiates compensation claims to counterparties for interest incurred on late incoming funds received.
* Verifies and processes compensation claim received from counterparties for late payment of outgoing funds.

## State Street Bank and Trust Company, Investor Fund Services

## *Assistant Manager, January 2005 to October 2006*

* Promoted to the position of Assistant Manager effective January 2005.
* Supervises the running of daily NAV reporting and ensures follow-through of custody functions including monitoring of unmatched and failed trades and follow-ups, timely funding of transactions per standing instructions, reconciliation breaks are duly followed-through.
* Reviews and ensures that the data in the NAV reports and FRS 39 reporting for Funds are accurately captured and reports are delivered to institutional clients on time.
* Co-manage and coaching of staffs.

## *Senior Fund Accountant, September 2003 to December 2004*

* Pioneer batch to undergo formal training in Hong Kong office on the use of SSBT global in-house system - Multi Currency Horizon.
* Running daily NAV reporting and on custody functions including monitoring of unmatched and failed trades and follow-ups, timely funding of transactions per standing instructions, follows through and resolves reconciliation breaks.

## *Senior Fund Accountant (Investment Manager Services), February 2003 to September 2003*

* Same role with a change in functional designation as SSBT acquired Deutsche Bank Global Fund Services business effective February 2003.

## Deutsche Bank AG, Global Fund Services

## *Fund Accountant (Investment Manager Services), September 2002 to January 2003*

* Prepares NAV reports and financial statements of Funds for institutional clients.
* Prepares daily cash flow projection and to inform Investment Manager of any potential deficit.
* Performs daily cash reconciliation & monthly stock reconciliation against custodian banks’ record and to resolve any discrepancy arises with custodian banks.
* Daily trades matching with brokers’ instructions using OMGEO and prepares SWIFT 541/543 trade instructions via MERVA to respective custody banks.

## *Fund Accountant (GFS Fund Accounting), April 2001 to August 2002*

* Involve in the day-to-day fund accounting function that includes setting up of master securities reference, pricing of securities, processing of cash dividend accruals and receipts, trades booking and settlement, etc.
* Run daily / weekly / monthly valuation reports and financial statements.
* Securities and cash reconciliation.

## DMG & Partners Securities Pte Ltd

## *Credit Control & Client Services Officer, July 2000 to March 2001*

* Monitors trading credit limits and assists in the opening of trading account for retail clients.
* Handle enquiries from dealing representations and retail clients.

## UOB Securities Pte Ltd

## *Settlement Officer (Payment/Receipt), Year 1999 to June 2000*

* Ensures that payments received from and sales proceeds to retail clients are processed in compliance to the regulations of Singapore Exchange.
* Handles enquiries from dealing representations and retail clients.

## PCI Limited

## *Technical Officer, Year 1993 to Year 1996*

* Assisting engineers in product prototype testing and adhoc duties.

# PROFESSIONAL qualification

## CPA australia

*Member, 2006 - present*

# Education

## University of New South Wales, sydney, australia

## *Bachelor of Commerce (majoring in Accounting and Finance), 1996 to 1998*

## Singapore polytechnic

## *Diploma in Chemical Process Technology, 1990 to 1993*

# Additional Skills

* Passed Japanese Language Proficiency Test (JLPT) Level N2, Jul 2016
* Completed in-house 5-day training course on project management, 2014
* Professional Certificate in Financial Analysis using Excel by NUS Extension, Feb 2013
* Passed Japanese Language Proficiency Test (JLPT) Level N3, Jul 2012
* Passed Japanese Language Proficiency Test (JLPT) Level N4, Dec 2011
* Passed Japanese Language Proficiency Test (JLPT) Level 4, Dec 2009
* Proficient in Microsoft Office (WORD, EXCEL, POWERPOINT)
* Bilingual in English and Chinese
* Resourceful and ability to think out of the box

# System / Applications

## SWIFT

## Bloomberg Professional / Bloomberg Per Data License

## Pack Hedge, Hi-portfolio, Uptix by DST, InvestOne, Eagle Investment System

# Notice period

## 1 month