



Edwin Orlando Cruz

Change Manager/Project Manager

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An experienced **change** and **project manager** committed to the execution and completion of projects within scope and budget. An excellent communicator with exceptional organisational and conflict resolution skills. Possesses proven complementary skills in business analysis, digital content creation, stakeholders engagement, process re-engineering, training and marketing.

23

Years in
Workforce

4+

Years at
this job

BS

Psychology
Ateneo de Manila
University



Computers

Programming,
MS Office, Database



Analyses

Business, Data, Risk,
As Is vs To Be



Communications & Digital Media

Newsletters, Status
Reports, Infographics



Training

Content Creation,
Delivery



References

Prof. Hugo Van Bever
Professor

NUS School of Medicine
📞 9008 5702

Grace Tan
Marketing Manager

Google Cloud APAC
📞 9187 6411

Mun Wye Chng
Senior Manager

National Parks Board
📞 8498 4113



Core Qualifications

- Exceptional change management skills to initiate and facilitate relevant and lasting changes
- Highly effective project management skills including but not limited to planning, risk assessment and resource management
- Excellent communication and presentation skills; able to customise messaging and narrative for audiences from all levels and cultural backgrounds
- Expert stakeholders engagement and relationship management skills
- Digital media content creation and management skills
- Highly effective problem-solving and leadership skills in project implementation and team management

Key Experience

Change Manager/Relationship Manager

Integrated Health Information Systems (IHIS) (Apr 2015 – Dec 2019)

- ✓ Develop, refine and write key messages used in regular stakeholder engagement activities
- ✓ Identify and develop change strategies, establish cultural change and monitor efficacy of changes
- ✓ Produce regular and ad hoc digital content for communications, reports and training materials
- ✓ Work with change partners in ensuring adoption of changes implemented
- ✓ Events planning and coordination of various change management activities
- ✓ Closed new accounts as a member of the newly formed Business Development team that got the software #3 in market share in 8 months
- ✓ Engaged clinics to participate in a government program for primary care providers and increase adoption of national health systems
- ✓ Performed ongoing customer/market research and demographic profiling to identify leads

Business Process Engineer

DBS Bank Ltd through APAR Technologies (Apr 2013 – Dec 2014)

- ✓ Documented, reviewed and made recommendations in the various processes of Private Banking (Wealth Management) in general and client lifecycle in particular
- ✓ Led process improvement workshops to identify areas of improvement, automation or in compliance with regulation changes (e.g. FATCA)
- ✓ Analysed hundreds of business processes for quality and risks that led to process improvement and optimisation
- ✓ Contributed to the review and alignment of business processes related to FATCA regulations
- ✓ Processed and analysed data for forecasting and decision-making
- ✓ Monitored and collected customer behaviour data used in predicting customer issues and concerns
- ✓ Conducted training courses in process, data and system modeling to hundreds of attendees
- ✓ Participated in systems and user acceptance testing

Systems Business Analyst

DBS Vickers Securities (Apr 2011 – Mar 2013)

- ✓ Managed system projects and delivered on target and within cost while maintaining high quality outputs
- ✓ Analysed business and user requirements for trading and workflow applications
- ✓ Ensured compliance with established internal and external control procedures
- ✓ Was responsible for all stages of the SDLC (solution design, application development, testing, maintenance and support)
- ✓ Designed and developed application that collated and transformed data used in reports for forecasting and decision-making
- ✓ Developed tools and reports that presented data for statistical and predictive analyses

Technical Trainer

Freelance (Jan 2011 – Mar 2011)

- ✓ Engaged in projects and delivered on time and within budget Modeled business process, data and systems
- ✓ Designed and delivered trainings, customized student outlines, practical exercises and secondary learning materials
- ✓ Conducted comprehensive trainings that saved clients thousands of dollars in training fees

Business Analyst (Jun 2010 – Nov 2010)

STATSChipPac through SQL Star (Jun 2010 – Nov 2010)

- ✓ Successfully managed system projects implemented in the region (Singapore, Malaysia, China, Taiwan and South Korea)
- ✓ Developed tools and reports that presented historical data and predict future trends
- ✓ Analysed business and user requirements for manufacturing and supply chain applications
- ✓ Was responsible for all stages of the SDLC (solution design, application development, testing, maintenance and support)
- ✓ Migrated Lotus Notes client applications to web-based applications
- ✓ Designed and developed applications that collated and transformed data used in reports for forecasting and decision-making

Business Analyst

IBM Singapore through Mindwave Solutions Pte Ltd (Feb 2008 – Feb 2010)

- ✓ Successfully managed system projects implemented in Singapore, USA, Hungary, Australia and New Zealand
- ✓ Analysed business and user requirements for workflow, manufacturing and supply chain applications
- ✓ Was responsible for all stages of the SDLC (solution design, application development, testing, maintenance and support)
- ✓ Improved RMA data processing and transformation by cutting down processing time by 70 percent

Business Analyst

World Cat Ltd. (Far East) (Feb 2007 – Dec 2007)

- ✓ Managed system projects implemented in Hong Kong, the Philippines, Singapore and Germany
- ✓ Analysed business and user requirements for risks identification and auditing
- ✓ Was responsible for all stages of the SDLC (solution design, application development, testing, maintenance and support)
- ✓ Collated and transformed data used in generating reports for forecasting and decision-making

Team Leader/Business Analyst

Accenture (Oct 2003 – Feb 2007)

- ✓ Managed system projects implemented in the USA
- ✓ Was responsible for all stages of the SDLC (solution design, application development, testing, maintenance and support)
- ✓ Technical leader for the HR Application project
- ✓ Conducted training in Lotus Notes/Domino to members of the project
- ✓ Analysed business and user requirements used in human resources management

Certifications

- *Google Analytics Individual Qualification*
- *Certified Lotus Notes Instructor*
- *Certified Lotus Notes Professional*

Activities

- *Virtual Fitness Programs Director*
- *Singapore Lyric Opera Chorus*
- *Singapore Symphony Chorus*
- *Intercultural Training*
- *Provides private instruction/coaching in classical piano and voice*