Edwin Orlando Cruz

Change Manager/Project Manager

☏ 9139 8975 ✉ edwinorlando.o.cruz@gmail.com

An experienced **change** and **project manager** committed to the execution and completion of relevant and long-lasting change projects within scope and budget. An excellent communicator with exceptional organisational and conflict resolution skills. Possesses proven complementary skills in business process engineering, stakeholders engagement and training (content development and delivery).

Change Management	Business Process Engineering	Stakeholder Engagement	Training (Development and Delivery)	Project 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 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 optimization
- ✓ 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 to predict customer issues and concerns
- ✓ Conducted training courses in process, data and system modeling to hundreds of attendees

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15 Years in workforce

6+ Years in Change Mgmt.

BS Psychology
Ateneo de Manila University

💥 Change Management

Business Process Engineering

Bus. Process Modeling Notation

Stakeholders Engagement

Adoption Sessions

Training

📝 References

A/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

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
- ✓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

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)
- ✓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

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*