



Mannix Kwan

Digital Business & Data Consultant

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Profile

A professional technology consultant with extensive product and project management experience in global, cross-functional settings across all industries. Led end-to-end digital projects with both Agile & Waterfall methodology. Well-versed in latest technology and possessed hands-on data analytics and programming skills.

Work Experience

Sep 2019 – Present

Business & Data Consultant

Accenture Company Limited

Led digital projects for multiple Fortune 500 companies across financial services, hospitality, internet, and manufacturing industries. Managed cross-functional teams from discovery to production launch for web/app development, data analytics, and Data ETL projects of both Agile and Waterfall framework.

Received excellent feedback from clients and from teammates, awarded 2 high performance bonus and 2 promotions within less than 3 years

Key projects include:

► Customer Relationship Management App - Global Major Insurer (Fortune 500)

Project Manager / Scrum Master

- Launched CRM mobile app which consolidated customer information across 30+ source tables with extensive frontend features (e.g., prospect management, family tree) for 20k agents with >90% adoption rate. Adobe Analytics was used for digital behavioral tracking
- Managed 3 end-to-end releases of 30+ epics in 1.5 year from Discovery Workshops, release planning, technical alignment, to UAT and PROD launch
- Managed director-level stakeholders of 5+ BUs, and 15+ onshore & offshore members across UX/UI, BA, Frontend, Backend, Data Analytics, and QA functions
- Led technical discussions of Data ETL (e.g., transformation logic, loading sequence) and System Integration mechanism and API Schema between internal developers & data engineers and client's data & solution leads

► Social Media Prospecting Platform - Global Major Insurer (Fortune 500)

Lead Business Analyst / Test Lead

- Launched mobile app platform for Sales & Marketing Team to share content via social media with lead management features and ML/AI capabilities to offer product recommendations
- Led 2 BAs and coordinated with 25+ members of offshore and onshore cross-functional team to drive 5+ end-to-end production releases from requirement gathering, development, SIT, UAT, to PROD launch
- Led 5+ members of offshore testing team in designing Unit Test and SIT Test Plan, monitored progress of testing and managed defect triage, and reported daily testing progress and roadblocks to management and clients
- Coordinated 5+ BU users and 2 vendors in aligning UAT test plan and execution, managed defect triage and reported UAT defect fixing progress, acted as SME and main point of contact for the client for all UAT matters from planning to execution

- ▶ **Data-Driven Marketing Portal** - Global Bank x Global Major Insurer (Fortune 500)
Lead Business Analyst
 - Owned 50+ user stories for Data-Driven Marketing portal with ML/AI capabilities to provide offer and content recommendations to target audience for marketing campaigns
 - Managed 1 BA and coordinated Technology, UX/UI, Data Analytics teams to define and refine requirements of 5+ BUs from 2 companies
- ▶ **Data-Driven Personalization** - Global Leading Hospitality Group (Fortune 500)
Project Manager / Data Analyst & Engineer
 - Launched 5+ data-driven personalization use cases
 - Drove end-to-end delivery by leading internal consultants and managed 5+ BU and 2 external vendors in APAC & US to launch 5 first time personalization use cases on WeChat
 - Analyzed client data with SQL and web analytics tools (e.g., Adobe Analytics) to identify 20+ personalization opportunities, which were converted to 40+ backlog for 5+ BU across 2-year roadmap

Jul 2019 – Aug 2019 ● **Consultant**
Introv Limited

- Implemented Oracle Cloud ERP system, i.e., Netsuite, for clients
- Analyzed client's requirements, performed system implementation and configuration, and conducted system trainings

Jun 2018 – Jul 2019 ● **Assistant Project Manager**
NOVA Group

Offered SaaS product solutions, including cloud accounting, inventory management, eCommerce, POS, etc., to clients ranging from Retail & Hospitality to Financial Services & property management industries. Led 2 Business Analysts with project team to drive 20+ digital projects from pre-sales, requirement gathering, system implementation and integration, to testing and production support.

Key projects include:

- End-to-end delivery of Accounting + Inventory Platform for a well-established audio-visual engineering company with 10k+ types of products and parts
- End-to-end delivery of Inventory Platform for 20+ outlet Michelin awarded restaurant group
- End-to-end delivery of POS system for 10+ outlet coffee shop group

Education

Aug 2014 – Jul 2018

Bachelor of Business Administration (Hons) - Accountancy City University of Hong Kong

Courses: Accounting, Finance, Computer Science, Business Analytics, Digital Media

Activities: Financial Council, Residents' Association

Languages & Skills

Languages	English: Fluent	Mandarin: Fluent	Cantonese: Native
Technologies	JIRA, Confluence, Adobe Analytics, Google Analytics, Google Tag Manager		
Programming	Javascript, HTML, CSS, SQL, Python, MongoDB, MySQL, Express, React, Bootstrap		