

YIU CHUN LEUNG

DATA-DRIVEN FP&A AND STRATEGIC PLANNING PROFESSIONAL 📍 HONG KONG ☎ +852 9682 5821

◦ DETAILS ◦

Hong Kong
+852 9682 5821
chrisycleung@gmail.com

◦ SKILLS ◦

FP&A

Strategic Planning

Project Management

Leadership

Microsoft Power BI

◦ LANGUAGES ◦

English

Cantonese

Mandarin

German

◦ HOBBIES ◦

Piano, Drawing, Workout

👤 PROFILE

With a decade of cross-industry experience in Strategic Planning and FP&A, I am a transformative leader proficient in adding value through effective performance management and digitization.

📁 EMPLOYMENT HISTORY

Sales Planning Senior Manager at Vivo Tech GmbH, Düsseldorf

February 2020 — May 2023

- Oversaw comprehensive business and 3-year sales planning for vivo Europe, steering strategic growth initiatives.
- Led data management team, guaranteeing data accuracy and completeness for informed decision-making.
- Spearheaded digital transformation of the sales team through Power BI, streamlining data analysis and reporting processes, resulting in a 70% time reduction and 100% accuracy.
- Managed the successful implementation of a price-tracking software project to enhance data robustness while keeping the cost below budget
- Compiled various management reports, providing actionable insights to drive business performance.

Assistant Finance Manager, Brand Finance (Timberland Brand) at VF Hong Kong limited (VF ASIA), Hong Kong

March 2019 — January 2020

- Managed comprehensive financial reporting for Timberland APAC, including Flash, Actuals, Forecasts, and Plans.
- Reviewed and provided actionable insights for pricing and costing strategy, including retail discount strategies across all countries.
- Constructed financial models for margin analysis and long-term strategic planning.
- Partnered with wholesale channel director for monthly forecasting and risk/opportunity analysis.

Senior Financial Analyst, INFINITI Asia and Oceania (A&O) at INFINITI Motor Company Limited (IML), Hong Kong

September 2015 — March 2019

Assistant Accountant at South China Morning Post Publishers Limited (SCMP), Hong Kong

March 2012 — September 2015

🎓 EDUCATION

Bachelor of Applied Finance and Bachelor of Commerce (Professional Accounting) (Double Degrees), Macquarie University, Sydney

January 2012

Final semester grade: **Distinction** (Overall GPA: 3.09 / 4.0)

⚙️ PROFESSIONAL QUALIFICATION

CPA (Aust.), CPA Australia

Certified FRM, GARP