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Dear Sir/Madam,

Loyalty and going digital are buzz words in retail right now. Many clients need help transforming their customer experience so retailers can make progress toward achieving an environment where they know their shoppers better and reward them faster. The industry is growing and many new opportunities exist for the right team.

With 17 years of industry experience in the SE Asian region, I bring a deep understanding of retail and loyalty markets.

I have reformed and motivated teams, built teams, hired from across SE Asia. I empower my teams helping each individual leverage their strengths, I am big believer in Learning and Development.

I am humbled by the fact several of my current team have moved to Singapore specifically to join this team. Some are team mates from previous companies where we built strong working relationships, others have moved from countries such as India and Australia to join us. My team is in an enviable position, such that Sydney based members of staff have expressed interest in joining us as well.

I believe there is a need for change in the way we drive loyalty for the new decade and the new millennial generation. Some of the most successful brands in history start engaging with their customers at a very young age.

I am very excited and very much look forward to this opportunity..... an opportunity to explore and to lead change and transformation in your company.

Kindly review my resume below.. thank you.

Sincerely,  
Shannon Liew  
65-96726293

# Shannon Liew Ching Wei

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## *Summary and Relevant Skills*

I am well experienced with working across generations, demographics and multiple levels of management. I take pride in fact that I have formed multi-cultural, multi-generational teams bringing people from across the region together as one.

- Being awarded one of the Top 100 Most Influential Global Marketing Leader 2017 by the World Marketing Congress, I have led teams supporting leading brands in the region namely WeChat, Air Asia, Tesco Asia, Family Mart and DBS Bank for their brand building marketing campaigns. Past projects includes driving synergies and partnership with brands like P&G, Unilever, Coca Cola, Danone and Heineken.
- My widespread experience across consumer strategy planning, digital loyalty, consumer products campaign planning and personally a member of the “Gen X” enables me to understand leadership style required of the new generation and to have an edge in leading industry trends for customers.
- Leadership experience in managing teams of Data Analysts, Marketing, Retail and Research Directors and managers in the last four roles.
- Experience includes consulting and managing relationships with the CEO & Marketing Director of Tesco Malaysia and Thailand, Head of Insights Air Asia, P&G Regional Sales Director, VP of Payments DBS Bank, Nestle Marketing Director, VP of Club 21 Fashion (CK, Armani) and other major Retail & Consumer goods clients.
- Proven track record of turning around customer satisfaction scores, exceeding team revenue targets, highest client satisfaction survey scores across Asia while managing P&L and resources for the Malaysia & Singapore business from 2014-2019.
- Led dunhumby Asia and Nielsen’s learning and development initiative increasing retailer, shopper marketing & category understanding across Korea, India, China, Malaysia & Thailand. I am also a certified Interviewer, with track record of recruiting talented dedicated staff.

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## ***Professional Experience***

**Industry : Loyalty & Payment**

**Company name: Invigor Group**

Position Title : **General Manager, Asia**

Dept : **Commercial**

Duration: **July 2018 - current**

- Promoted to an executive position reporting to the board of the Company in 2019, accountable for strategic planning on the commercial side of both the Payment and Loyalty businesses.
- I have been able to establish a strong relationship and support form certain members of the board.
- Signed on WeChat Pay license agreement for Singapore, Hong Kong and Japan, Establishing a strong ongoing relationship with Winning Group (China) and Tencent.
- Promoted to an executive position reporting to the board of the Company in 2019, accountable for strategic planning on the commercial side of both the Payment and Loyalty businesses.
- Strong retail network within Guangzhou, close engagement within the WeChat Commercial Team in Tencent China. Invited as the only partner in Singapore for WeChat Pay Acceleration Workshop 2019.
- Turned around a demotivated team of account managers, analyst and software programmers through a re-structure and a culture change in the Singapore office.
- Recruited and relocated new team members from across the region - India, Malaysia & Australia resulting in a turnaround of client satisfaction level.
- Recovered bad debt payments of loyalty contracts owed by clients who have been dissatisfied with the services offered by the previous management, at the same time, opening up new discussions along the way.
- Our team successfully signed on new partnerships with retailers and shopping malls in Singapore and Malaysia, namely SPH, Mandarin Gallery, POMO, Club 21 and Sky Ventures collaboratively working on WeChat campaigns targeting the Chinese market in Mainland China.
- Currently running a digital loyalty pilot with DBS Bank's partnership team together with their merchant partners.
- Recently been invited to be part of the nomination for Women In IT Awards Asia 2020.

**Industry : Retail Loyalty Consulting**

**Company name: Big Data for Humans**

Position Title : **Business Development Director SEA**

Dept : **Commercial**

Duration: **Sep 2017 - July 2018**

- This is a Scottish StartUp based in Singapore. I was accountable for the go-to market plan and drive revenue generation across APAC clients namely Hong Kong, Malaysia and Singapore.
- Revamped new sales strategy for the customer segmentation software, making it relevant for retailers to drive targeting CRM campaigns to their shoppers.
- Introduced new contractual relationships through a network within different retail industry namely Fashion - The Melium Group, Topshop, Levi's, Luxury - Cartier, Chow Sang Sang, Depart-

mental Stores - Selfridges, Wing On and Grocery - 7-Eleven, Family Mart & Travel - Air Asia Group.

- Managed the launch digital CRM campaigns with Cartier and Air Asia Group.
- Strong network with Avene Hong Kong, Watsons Singapore and DairyFarm Singapore.

**Industry : Digital Crowdsourcing Consulting**

**Company name: Gigagigs Sdn Bhd**

Position Title : **Commercial Director, South East Asia**

Dept : **Marketing & Sales**

Duration: **April 2016 - Oct 2017**

- Kick started the Malaysia business of our new Mobile application platform, enabling the crowdsourcing of the public to perform store inspections, mobile survey and digital marketing panel - working alongside China team on replicating the technology and business model in SEA.
- Empower different collaborations and strengths of the team consisting of millennial's who are very adoptable, restorative in finding solutions and futuristic in their ideas.
- Delivered revenue and growth ahead of target in the first 6 months working alongside China team in bringing over enhanced technology and business model in SEA
- Spearheaded the digital marketing of the new platform and provided crowdsourcing job opportunities for over 100,000 people in Malaysia. This feat was acknowledgment by Humanitarian department of Malaysia
- Completed Malaysia plan roll out and started working on Vietnam's digital platform roll out, working with Coca Cola Vietnam as the first client pilot
- Endorsed by the start-up community - Gigagigs was selected as the top 66 companies to pitch for funding at the Global Rise Pitch event in Hong Kong in front of potential investors. Over 15,000 applicants applied for the competition from across 136 countries.

**Industry : Consultancy - Loyalty & CRM**

**Company name: dunnhumby**

Position Title : **Connect Insights Director, Asia**

Dept : **Client Leadership**

Duration: **Sep 2015–March 2016**

- Developed and launched "Connected Insights" Regional Project across Thailand, China, Malaysia, Korea & India improving profitability of consultancy projects.
- Led the 3 years strategy planning of the Commercial Plans across Korea, Malaysia, China & Thailand supported by 70 multinational headcount across the region.
- Roll out plans which has optimised current resources, technology and IT costs through new a consultancy approach.
- Lead regional relationship with top 5 CTG regional partners namely Unilever, P&G and Nestle consulting on shopper strategy and brand positioning across markets
- Led thinking for common brand strategy, in store marketing strategies, category management & shopper strategic planning with a trials executed across Asia
- Additional responsibility of developing Learning and Development plans and training teams across Asia - MBTI, Gallup Strengthfinder, Presentation Skills, Client Servicing Accreditation

Position Title : **Head of Commercial, Malaysia**

Dept : **Client Leadership**

Duration: **June 2014 – Aug 2015**

- Managing the Malaysia market business overlooking general people management, P&L & Revenue Planning of 15 members & 35 clients across Media & Insights business
- Exceeded annual objective expectations covering profitability, people & client work plan goals.
- Achieved internal company satisfaction survey score of Great Place to Work survey 85% - highest in the Asian Region
- Market obtained an Client Satisfaction Survey score 80% - highest within the Asian Region for the second consecutive year
- Consulting for Tesco Malaysia CEO engagement - Weekly one on one consultation sessions on business planning & review of in store executions and trade plans for marketing & commercial planning

Position Title : **Head of Manufacturer Practice, Malaysia**

Dept : **Supplier Business**

Duration: **July 2012 – May 2014**

Position Title : **Client Director**

Duration: **Oct 2011 – June 2012**

- Managing 24 key FMCG supplier portfolio such as P&G, Nestle, Danone and Unilever
- Continuously 3 years of proven track record of leading subordinates who exceeded objective expectations
- Successful P&G refill Dynamo pack launched in Malaysia 2 years ago was one of the brainchild of the workshops recommended by our team using analytics
- Achievements – Recipient of 6 “Values in Action” awards in recognition of team leadership & Tesco consultancy. Achieving revenue target for the year of 2012 & 2013 through new solutions & retail data subscriptions
- Turning around high cancelation risk clients in 6 months namely Unilever, Johnsons & Johnsons, Danone Dumex, Dutch Lady and Kimberley Clarke through improved servicing level & relationship management of senior stakeholders
- Achievements – Recipient of 2 Values in Action Awards for demonstration of Passion & Collaborations during management of client relationships, working across regional teams & providing support to the Media team

**Industry : Market Analytics - Consumer Goods**

**Company name: The Nielsen Company,**

Position Title : **Regional Associate Director, Kraft & Coke  
Singapore, Malaysia**

Dept : **Retail Measurement Services**

Duration: **Jan 2011– Sep 2011**

Position Title : **Senior Manager, Client Service**

Duration: **Apr 2008 – Dec 2010**

Position Title : **Manager, Client Service**

Duration: **Apr 2007 – May 2008**

- **Recognised for being company's High Potential – Top 10% of overall employee performance rating company wide in 2008 & 2009**
- Managing 2 of the top Nielsen Regional clients in Malaysia & Singapore – Kraft & Coca Cola, accountable for relationship management and new research subscriptions
- Team leader of the servicing team which has been awarded with multiple recognitions for good team work and highest revenue generation effort – The Simply Excellent Team Award.
- Individual achievements - been awarded multiple Excellent Employee Performance Awards – The ART Awards, The Simply Excellent Award
- Project Champion for the Backdata service which has over exceeded targets 2 years in a row – 2008 & 2009

**Industry : Luxury Consumer Goods**

**Company name: Estee Lauder Companies (Suria Meriang Sdn Bhd)**

Position Title : **MAC Senior Marketing & PR Executive**

Duration : **Aug 2006 – Mar 2007**

Position Title : **Estee Lauder Marketing Executive**

Duration : **Dec 2004 – Jul 2006**

Position Title : **Ferrari Fragrance Marketing Executive**

Duration: **Feb 2003 - Sep 2004**

- Organised the M.A.C Untamed Makeup branding event at Mid Valley Megamall. It includes coordinating the set up, dancers, sound system and models for the event
- Accountable for beauty advisor schedule planning and organised makeup sponsorship for Malaysian Idols, Astro talk show and Magazine Beauty Features with Blu Inc Group, Star Newspaper, Citta Bella, Her world & leading Fashion catwalk shows in Kuala Lumpur
- Successfully coordinated the joint launch venture between Malaysian Idol and Estee Lauder's Pleasures, contributing essential brand awareness for the brand amongst the younger target market
- Generated idea to trial mass SMS blast to Maxis Telco base - successfully generated an increase in sales and revenue of the New Estee Lauder Pleasures Exotic targeting the younger female

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### ***Recognition and Awards at work***

- Recipient of Top 100 Most Influential Global Marketing Leader 2017 by the World Marketing Congress
- Exceeds expectations of annual performance rating (for 10 years consecutively) for outstanding contribution to the company and clients
- Received numerous Nielsen & dunhumby awards at work with nominations demonstrating leadership qualities, client management, sales achievement & strategic planning
- Hosted the 2013 dunhumby Asia Skills Development Conference, hosting 250 colleagues from India, China, Thailand, Korea, Malaysia & UK
- Key Trainer for the 2015 dunhumby Asia Skills Development Conference in Thailand, hosting 250 colleagues across Asia
- Nielsen Company Certified Interviewer Certification, Train The Trainer Certification in Jakarta 2010

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### ***Academic Qualifications***

Qualification : **Bachelor of Commerce, Degree**      Graduated: **January 2003**  
Institute / University : **University of Technology, Sydney, Australia**  
Major : **Marketing & Information Technology**

### ***References***

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Name : **Matthew McLellan**  
Company : **dunnhumby Ltd, United Kingdom**  
Position : **Group Customer Propositions Director, Tesco UK**  
Relationship : **Former Managing Director, dunnhumby Asia**  
Contact : **+44 7511 926 497**

Name : **Lee Lay Yim**  
Company : **Nielsen Company, Malaysia**  
Position : **Client Director and Team Leader, Nielsen Malaysia**  
Relationship : **Former Client Director within Retail Audit Department**  
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