

Alex Lu

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Profile

I am an experienced data analytics expert and sales specialist. I have worked at several global companies and I am highly proficient in managing IT sell-in/sell-out channel, preparing variety of analysis reports and setting up new IT products to achieve business success.

Key Strengths

- ✓ A native Mandarin speaker, Bachelor degree
- ✓ Demonstrated experience in preparing analysis reports and supporting data-driven decisions to optimise business
- ✓ Proven ability to pick up product knowledge quickly
- ✓ Advanced Excel skills (pivot, charts, vlookup, index, match, what-if) and PowerPoint skills
- ✓ Experience with Oracle, SQL, SAS, SAP, Tableau and SFDC
- ✓ Excellent problem solving ability, analytical skills, communication skills and negotiation skills

Career Summary

Jun 2016 – Present (After moving to Australia)	Consultant (part-time)	Q&Z
Jan 2011 – Jun 2015	Senior Software Sales Specialist	IBM
Jul 2006 – Dec 2010	Channel Manager / ETL/BI Manager	Pitney Bowes Software
Jun 2003 – Jun 2006	Technical Manager	Pitney Bowes Software
May 2001 – May 2003	Technical Consultant	Sagent Technology

Work Experience

Q&Z, after moving to Australia

Jun 2016 – Present

Consultant (Part-time)

Responsibilities:

- Prepared data analysis proposals and remotely supported data analysis service delivery
- Developed and maintained strong relationships with business partners

Achievements:

- Developed prototype of data analysis reports and dashboards for the 4th People Hospital of Chongqing to improve operational efficiency
- Supported Dazu Hospital to make strategic decisions by providing insights

IBM Analytics, Beijing, China

Jan 2011 – Jun 2015

Senior Software Sales Specialist – Analytics (Information Management)

Responsibilities:

- Conducted sales analysis and competitive analysis to identify market trends and opportunities

- Worked collaboratively across multiple internal teams (including Sales, Channel, Marketing, Operation, Technical support and Finance) to develop sales strategies, marketing plans and promotional programs
- Created reports to track and analyse the performance of marketing events, promotions and ASL software business
- Created marketing materials, sales toolkits and online marketing content
- Maintained customer contact details and opportunity information in CRM system

Achievements:

- Achieved 2014 business goals and was honoured with a member of 2014 Hundred Percent Club
- Analysed internal and external data, developed business strategies and gained over 20% YTY growth in Application Specific Licensing (ASL) business in 2012
- Executed promotional programs and achieved the business targets of 2012 & 2013 promotional programs of IBM Information Management software products
- Drove IBM revenue from business partners by developing and implementing partner plans and marketing plans
- Led PoC, technical evaluation, negotiation and IBM internal processes and built strategic partnership with the largest Independent Software Vendor in China

Pitney Bowes Software, Beijing, China

Jul 2006 – Dec 2010

ETL / BI Manager (acting Channel Manager)

Responsibilities:

- Developed and implemented channel and marketing strategies to identify business trends, generate sales lead and drive revenue growth
- Worked with PR company to develop marketing plans and execute marketing activities
- Created software white papers, datasheets, presentation slides and other sales toolkits to support sale team and business partners

Achievements:

- Achieved 147% of sales quota in 2008 and was honoured with a member of 2008 Achiever Club
- Managed channel partners and summarised monthly sell-in and sell-out reports
- Drove business growth by building and maintaining strong partnership with value-added resellers

Jun 2003 – Jun 2006

Technical Manager

Responsibilities:

- Led a technical team to deal with presales, professional services and training sessions
- Manipulated large complex datasets and created data analysis reports
- Worked with global technical team to deal with the critical technical issues

Achievements:

- Supported Shenzhen Telecom company to significantly improve business performance and customer satisfaction by developing an Intelligent Statements System and data manipulation processes
- Contributed full technical support, including technical proposal, presentation and PoC, to win the 1st customer of Customer Communication Management solution in China as a technical leader in 2005

Sagent Technology, Beijing, China

May 2001 – May 2003

Technical Consultant

Responsibilities:

- Presented and demonstrated ETL/BI software products to customers
- Responded to Request for Proposal and Proof of Concept
- Processed large datasets and created OLAP analysis and ad-hoc reports

Achievements:

- Designed a multidimensional data model and developed data extraction processes and data analysis reports based on the data model for China Orient Asset Management Corporation (COAMC) as technical leader
- Built data management platform and defined data sourcing, cleaning, transforming, mapping and loading regulations for Beijing Local Taxation Bureau, as technical leader
- Supported sales team to obtain new customers and delivered services successfully

Digital China, Beijing China

Jun 1998 – Apr 2001

Software Developer / Project Manager

Volunteer Experience

Volunteer Tutor in computer classes, Swinburne University

March 2017 – Present

Education

May 2015 – Dec 2016	Swinburne University Certificate III in Spoken and Written English
Sep 1994 – Jun 1998	Tianjin University of Commerce, China Bachelor of Computer Science and Technology Minor Accounting

Awards

2014	IBM Hundred Percent Club
2008	Pitney Bowes Achiever Club

REFERENCES AVIALABLE ON REQUEST
