

SHAN SUN

Tax professional with 14 years of experience in tax, technology and innovation

CONTACT

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EXPERIENCE

UNILEVER

Lead for Tax Innovation

London, UK

May 2019 - present

- Led, designed and implemented the following **tax technology** projects:
 - **global tax transformation** projects (£2m+) using **SAP data** and in-house **data lake** to build detective, preventative and predictive tests on operational transfer pricing, VAT/GST, and withholding tax in 20+ countries;
 - transfer pricing **audit tracker** and audit **data analytics**;
 - transfer pricing methodology and **policy database** with global exception monitoring application;
 - **intercompany contract database** with review/approval processes;
 - **automated workflow** to manage transfer pricing compliance, from planning to review and approve master and local files;
 - direct and indirect **tax dashboards** to identify tax risk and planning opportunities, including **CBCR** analytics;
 - solutions to specific local tax requirements (e.g. UK CFC assessor);
- Led and developed the following **machine learning** tax projects:
 - tax classification on purchase to pay business cycle at the invoice level;
 - end-to-end **automatic classification model** for assigning HS code in the Philippines and Brazil;
 - **governance structure** for tax risk management;
- **Strategised** future tax operating model on a single platform;
- Researched and distilled complex tax issues (e.g. OECD BEPS 2.0 Pillar 1 and 2) into succinct technical memos for a wider audience;
- Developed learning curriculum to upskill tax teams to be data and technology literate and maintained a tax technology community.

OMNICOM

Global TP Senior Manager

London, UK

New York, US

Jan 2016 - Apr 2019

- Prepared, reviewed and approved transfer pricing compliance obligations (both OECD and US 6662 compliant);
- **Negotiated TP audits** with tax authorities (HMRC, IRS, NTA, ATO, BZSt) to achieve optimal tax positions and concluded long-running audits;
- Working knowledge of US IRC under **S482** and Treasury Regulations thereunder;
- Provided day to day advice on transfer pricing related issues to local agency CEOs and CFOs under US treasury regulations, or OECD guidelines e.g. service charges, cost-sharing, **IP valuations and migrations**, ASC 740 audit provision, and intercompany financial transactions;
- Provided tax advice on **debt restructuring** and **thin capitalisation** analysis;
- Efficient project and budget management to ensure deadlines are met;
- Mentored junior staff and participated in recruitment processes.

BDO LLP

Transfer Pricing Manager

London, UK

New York, US

May 2012 - Dec 2015

- Designed and prepared global and local TP documentation reports including **value chain** and **business driver analyses**, treasury TP on **cash pooling**, loans, insurance and guarantee fees;
- Lead TP planning projects under BEPS and US tax reform;
- Prepared intercompany legal agreement templates tailored to specific transactions;
- Local tax risk exposure modelling;
- Provided training and answered ad-hoc technical questions to clients;
- Identified, risk assessed and presented planning ideas to the international tax team, and M&A tax teams in relation to transfer pricing issues.

MORGAN STANLEY

Commodity Product Controller

London, UK

Apr 2011 - May 2012

- Produced commodity trading P&L and explanations on trading risk exposure;
- Daily power forward curve validation and FX position reporting;
- Month-end processing e.g. TP implementation control, automation change;
- Managed administrative processes for TP controls (e.g. cost centre code opening).

KPMG LLP

Tax Assistant Manager

Nottingham & London, UK

Jan 2007 - Apr 2011

- Prepared TP documentation and thin capitalisation reports (2 years);
- Prepared and review corporate tax returns, tax bookings (1.5 years);
- Rotation program to audit (3 months) and indirect tax teams (6 months);
- Provided forecasting and data analytics to senior tax partners (3 months).

SELECTED PROJECTS

- Operational transfer pricing projects (e.g. cost component analysis, profit split certification)
- Tax audit tracker and analytics engine
- CBCR data extraction and analytics
- Tax technology catalogue app
- Tax machine learning model governance
- Transfer pricing policy database and workflow app
- Indirect tax data analytics
- Tax code auto-tagging
- HS code classification for customs
- Global tax platform design

TECHNICAL SKILLS

- UI design and product management
- Microsoft Power Suite (PowerApps, PowerBI)
- Python (Pandas, Scikit-Learn) and SQL
- Azure Databricks, Azure DevOps
- SAP finance module
- Large project management (£2m+)
- Microsoft Office and Collaborations
- English, Mandarin and Japanese
- Public speaker at international tax conferences
- Strong writing skills and published translator of three books

EDUCATION

University of Nottingham

United Kingdom

MSc in Economics (with merit)

2003 - 2005

Ph.D Candidate (with grant)

2005 - 2006

University of International Business and Economics

China

BSc in Economics (2:1 equivalent)

2000 - 2003

QUALIFICATIONS

Chartered Accountant

May 2010

Chartered Tax Advisor

Mar 2010

First Time Passes, ICAS and CIOT, UK

Data Science (11-week course)

Dec 2016

With Excellence, General Assembly, UK

Machine Learning Engineering

Jul 2018

Applied Data Science

Dec 2019

Deep Reinforcement Learning

May 2020

Natural Language Processing

Aug 2020

Sponsored Udacity Nanodegrees, Online