

# SHAN SUN

I am a tax professional with a range of experience in transfer pricing, international tax, corporate tax and indirect tax. I have a strong focus in data and technology. I work with both structured and unstructured data where I lead, design and implement innovative data-driven solutions to achieve efficiency and gain insights within the finance and tax functions. I have extensive technical and commercial skills from industry and practice experiences to deliver results-driven, fit-for-purpose solutions. My technical knowledge and experience of working with senior executives also mean that I can distil difficult problems into executable actions to deliver effective solutions and achieve stakeholder buy-in along the way.

## **EXPERIENCES**

### **UNILEVER**

*Lead for Tax Innovation*

*5.2019 - present*

- Lead, design, implement native global indirect tax analytics project - using in-house universal data lake (from SAP instances) and Azure ecosystem to build detective, preventative and predictive tests on VAT/GST
- Lead and design for transfer pricing operation workflow, policy database and exception monitoring application and, intercompany data extraction
- Streamline tax data sources for direct, indirect tax and transfer pricing for analytics and risk management
- Lead and design tax audit analytics project using natural language processing model and knowledge graph
- Strategize tax technology direction on data-driven tax operating model worldwide
- Implement automatically tax classification machine learning model on purchase to pay business cycle at the invoice level
- Develop and implement governance structure for machine learning and RPA tax models for tax risk management
- Design and strategize a global tax platform to integrate various tax technology systems and applications
- Implement end to end automatic machine learning classification model for assigning HS code in the Philippines and Brazil
- Consult and assist with building direct and indirect tax dashboard including CBCR analyses
- Set up lessons learned for all tax technology project using PowerApps
- Review and select suitable vendors or build in-house for specific local tax requirements eg CFC assessor, DAC6, MTD

### **OMNICOM GROUP INC.**

*Global TP Senior Manager*

*1.2016 - 4.2019*

- Working knowledge of US IRC under S482 and Treasury Regulations thereunder;
- Provide specialised tax services under US treasury regulations, e.g. cost-sharing, IP migrations, ASC 740 audit provision and intercompany financial transactions;
- Plan, manage and defend TP projects (both OECD and US 6662 compliant);
- Discuss and negotiate TP audits with tax authorities (HMRC, IRS, NTA, SAT, ATO, BZSt) to achieve optimal tax positions and conclude long-running audits on behalf of clients;
- Efficient project and budget management to ensure deadlines are met;
- Mentor, motivate and manage juniors, and participate in HR processes.

**BDO LLP**  
**(14m in the US & UK)**

*Transfer Pricing Manager*  
5.2012 - 12.2015

- Identify, risk assess and present planning ideas to international tax and business executives;
- Design and prepare 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;
- Build IP valuations and modelling for acquisitions, migration or other international tax projects;
- Assist in drafting intercompany legal agreements tailored to specific transactions;
- Defend and support local international tax audits worldwide and model local risk exposure;
- Provide training and answer technical questions to local agency CEOs and CFOs.
- Contribute product prototype to Annalect R&D Lab on data projects

**Morgan Stanley**

*Commodity Product Controller*  
4.2011 - 5.2012

- Produce commodity trading P&L and explain trading risk exposure;
- Daily power forward curve validation and FX position reporting;
- Month-end processing e.g. TP implementation control, automation change.

**KPMG LLP**

*Tax Assistant Manager*  
1.2007 - 4.2011

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

**SELECTED PROJECTS**

- Indirect Tax Data Analytics
- Tax audit analytics engine
- Direct tax classification monitoring dashboard
- Transfer Pricing policy monitoring workflow
- Tax code machine learning auto-tagging
- HS code classification
- Global tax platform design
- Machine learning governance
- CBCR analytics
- Part of speech tagger

**SKILLS**

- Microsoft Power Suite
- Python (Pandas, Scikit-Learn)
- Azure Databricks, Azure DevOps
- SAP finance module
- SQL
- Large project management
- UI design and product management
- Microsoft Office and Collaborations
- Mandarin and Japanese
- Published translator

**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**  
**P.R. 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**    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  
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