

DAVID LI

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WORK EXPERIENCE

Syngenta Group China September 2020 – Now

Ad int. Head of IT and Digital	September 2020 – Now	
Enable Syngenta Group China (SGC) formation from more than 10 different companies and of 14,000 employees, fulfilled the immediate term needs such as collaboration across companies and defined IT/Digital 5-year roadmap		
<ul style="list-style-type: none">● Led the SGC IT Strategy planning project, which defined the mission to enable the business by a fully integrated, data driven business technology landscape in five year and the roadmap based on deep business understand● Defined SGC Digital and IT organization by joining up all the IT/Digital teams across multiple organizations, achieved early synergies such as reduced the run cost by the scale and reused the channel mgmt. solution● Setup WeChat Work to enable pan-SGC collaboration within weeks with the necessary security control● Completed IT security reviews and assessments according to the local law and regulatory requirements		
Syngenta	April 2017 – September 2020	
Head of IT and Digital, China – Shanghai, China		
Apr 2017 –September 2020		
Reporting to global CIO and China GM, sitting in the China Leadership team, accountable for IT and digital in China; defining China digital transformation journey, overseeing digital and IT project portfolio. Transferred and built a winning IT/Digital team, defined and started implementation of the Digital Agriculture strategy		
<ul style="list-style-type: none">● Led the online GTM including webcasting and regional eCommerce build and run to overcome the headwind of COVID19, enabled the topline sales exceeded the PY and the target● Defined China Go-to-market digital strategy and developed touch points digitally engage with growers and channel partners● Defined the eCommerce strategy and implemented B2B and B2C practices● Cultivated digital culture to shape the organization, e.g. Scrum workshop, Hackathon● Implemented SFDC to all BUs in China and rolled-out next gen EUC including iPad and Office365● Led the Digital Agriculture activities in China to support China agriculture modernization● Implemented SFDC to all BUs in China and rolled-out iPad and Office365 improved productivity● Define and manage China digital transformation program● Leveraging digital/agile way of working to run digital program for China, e.g. Lean workshop, Hackathon<ul style="list-style-type: none">● Build a team of 12 FTE + ~20 3rd party in two years● Implemented digital agriculture solutions to better serve channel partners and growers		
Hershey	November 2014 – April 2017	
IT Director, Head of IT, China – Shanghai, China		
Nov 2014 – Apr 2017		
As a China Leadership team member, partnering with business functional leads, accountable for the overall IS/IT strategy, projects and operations in China, leading a team of 12 IT professionals		
<ul style="list-style-type: none">● Drove system (e.g. SAP, DMS) and process (e.g. Order to Cash) integration for a large M&A to consolidate and simplify the business operations● Led the Distributor Management System and Sales Force Automation implementation to drive sales, to better engage with customers and to improve sales productivity● Provided Finance, Sales and supply chain reports and analytics to get insight and data driven decision making● Partnering with eCommerce to deliver innovations (e.g. AR/VR) and system solutions (e.g. B-store mgmt.)● Integrated and transformed the IT teams from Hershey China and the acquired company to a winning team● Brought cloud (Alicloud, AWS) for speed, agility and lower cost, leveraged social network (WeChat) for better communication and engagement internally and externally● Won 2016 China Excellent CIO Award – China CIO union		

AstraZeneca September 2007 – October 2014**IT Director, Commercial Capability – Shanghai, China****Jan 2014 – Nov 2014**

Aligning IT strategy with business strategy and supporting business growth in China, being responsible for IT project delivery and application management with \$2M budget and managing an in-house team of eight IT managers

- Supported company digital transformation and advanced analytics to enable business competitive advantage
- Set and implemented IT mobility strategy and led WeChat innovations, timely supported business needs
- Consolidated application support to a single vendor, improved service quality and reduced the costs
- Established and managed IT delivery center in Dalian, saved \$0.4M per year
- Acted as an adviser to HR talent strategy and regional marketing strategy projects, provided useful insights
- Key technological platforms are, SalesForce.com, Veeva, SharePoint, SAP, QlikView, Oracle, AWS

IT Service Delivery Director, AsiaPac – Shanghai, China**May 2012 – Dec 2013**

Supported Asia Pacific business through delivering Infrastructure projects, services and regional application maintenance in Asia Pacific region; managed a team of 20 people in China, Japan, Australia and Malaysia, built and maintained a solid IT foundation and end user services

- Acted as a global IT service delivery and Asia Pacific IT leadership teams' member, contributed to the service delivery model design and IT governance setup for the region, improved customer satisfaction
- Delivered projects with the global/regional/local co-manage approach with positive results
- Steered and led key projects, i.e. Email service upgrade, Bring Your Own Device (BYOD), Service transformation in Asia Pacific and Service Desk WeChat innovation
- Implemented mobile devices to 7,000 filed sales, improved productivity and compliance

Global NSDM transition program member – Manchester, the UK**May 2011 – May 2012**

- Participated in the service support transition workstream, led the service management tool global rollout

Global IT Client Service Manager (CSM) – Manchester, the UK**Oct 2010 – May 2011**

- Managed infrastructure services in EMEA region, primarily focused on west Europe sub-region

Sr. IT Manager – Application, Innovation and Client Service – Shanghai, China**Oct 2008 – Oct 2010**

- Led a team of 10 to support China Commercial business, delivered demand management, projects and application management and client services, got a President Award because of innovation with brand teams

IT Manager – Client Service – Shanghai, China**Sept 2007 – Oct 2008**

- Built up a team of 6, improved the IT customer satisfaction by 10% and reduced the cost by USD 130K via delivery model/tool optimization, enabled emails and intranet to sales reps via virtual desktop

Novo Nordisk September 2002 – September 2007**Multiple IT roles – Beijing, China**

- Led a team of four to deliver service support to China users, implemented the first ITIL service mgmt. solution
- Business analyzed the requirements on CRM and eLearning and led the implementation
- Worked as finance analyst for six months, supported annual budget plan and improved the efficiency by IT
- Supported Beijing office / remote users, programmed a Microsoft Outlook based ticketing system

EDUCATION AND TRAINING

- Master of Business Administration, University of Manchester 2017
- Bachelor of Computer Science, Beijing University of Technology 2003
- PMP, ITIL, a number of business acumen trainings