

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

- 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
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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

- 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
 - Build a team of 12 FTE + ~20 3rd party in two years
 - Implemented digital agriculture solutions to better server channel partners and growers
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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

- 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](#)
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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 field 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
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Believe It, Achieve It