


# Ellen Li

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**Chief Financial Officer | Global Finance Leader | Financial service and solution business founder**

## Executive Summary

Highly-commercial and hands-on CFO with 20+ years of senior finance leadership in Fortune 500 multinationals and entrepreneurial ventures. Expertise spans financial planning, business partnership, business transformation, ERP system implementation, and M&A. Proven ability to improve complex, unstructured businesses while driving operational excellence and growth at fast pace. Entrepreneur of a diversified service and advisory business in the U.S., focused on high net-worth family offices in Asia.

## Professional Experience

### KW Capital — Managing Partner | Seattle | 2023 – Present

- Founded and scaled a cross-border asset service and advisory business serving high-net-worth Asian investors and family offices seeking U.S. assets. Provide asset management solutions and services including LLC set up, asset management, and portfolio optimization.

### Iron Mountain (US\$5B) Global CFO, VP Finance – ALM Division | Singapore | 2022 – Mar 2024

Iron Mountain is a Fortune 600 technology company and global leader in **cloud storage solutions**.

- Full **P&L leadership for a \$1B+ business**, managing a team of 8 direct reports including three senior finance directors covering NA, EMEA, and APAC regions.
- **Spearheaded 5-year long range plan, annual budgeting** and presented to the board for sign-off.
- Worked closely with commercial, marketing and operation team in supporting business decisions by **establishing robust pricing on multi-year contracts** with clients of Fortune 500 companies including Google, META, Apple, Microsoft, Amazon, etc. and improved profitability by 15%
- Led and improved quarterly forecasting efficiency and accuracy by 60% through **implementing digital Finance analytics tool Tableau**
- Directed **M&A strategy**, completing the **\$925M IT Renew acquisition** and the **\$400M Regency Technologies acquisition**, including due diligence, integration, and synergy realization.
- Partnered with the EVP to create a long-range plan to **5x business growth within five years**, pivoting from IT asset processor to **data center and IT lifecycle management solutions** provider.
- **Implemented Oracle ERP** and established strong governance, compliance, and financial controls for high-growth digital infrastructure.

## RS Group (US\$2.5B revenue, FTSE 100 Company) APAC CFO | Hong Kong | Nov 2016 – Oct 2022

- Oversaw **finance and commercial planning for 10 countries** with full P&L responsibility in APAC.
- Transformed business from **loss-making to 17%+ operating margin** in two years through robust annual budgeting and planning, strategic focus on ASEAN, and operational excellence.
- Established the **Shared Service Center from zero basis to 200 staff in China**, delivering \$3M annual cost savings and set up scalable infrastructure finance capability.
- Implemented **SAP BPC and cloud-based automated consolidation and reporting system**, reducing forecast cycle from 8 to 3 days and enabling real-time business decisions.
- Drove **digital business transformation**, shifting from pure product distribution to **e-commerce and solutions** business model, raising online sales share from 50% to 60%.
- Led **investor relations**, presenting growth strategy and performance to global investors and analysts in London.

## SABMiller (US\$28B revenue, UK FTSE 100) Sr. FP&A Manager – Asia Pacific | Hong Kong | 2014 – 2016

- Led **financial planning for \$8B APAC business** with 100+ manufacturing sites.
- Kept the light on and **completed exit of the business** after the company was acquired by AB-Inbev with \$100B USD, the top ten M&A in history.
- Improved **Joint Venture profitability by 50%** by partnering with commercial, marketing and operation teams in driving business transformation through financial excellence and strategy prioritization.
- Directed **regional M&A**, completing the **\$864M Kingway Brewery acquisition** and integrating into a \$5B JV with China Resources Group.
- Oversaw IFRS compliance and financial reporting, managing auditors and mitigating risks.

### Earlier Career

- Zuellig Pharma (US\$10B revenue) – Corporate finance manager (2012 – 2014)
- Air Products (US\$10B revenue, NYSE: APD) – Global Business Decision Controller (2008 – 2012)
- Nvidia (NASDAQ: NVDA) – Head of FP&A, APAC (2006 – 2008)
- Philips Semiconductors (NASDAQ: NXPI) – Greater China Business Controller (2001 – 2006)
- IBM (NYSE: IBM) – Financial Analyst (1998 – 2001)

### Education

Columbia University Digital Business Post Graduate | Duke MBA exchange | Erasmus University MBA