

DOU Fang, Philip

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Philip is a results-driven solution consultant, growth hacker, and digital-savvy professional with an extensive background in electronic payments, digital wallets, virtual banking (digital bank), credit bureau, insurtech, and IT solutions for financial institutions. He has played a pivotal role within various startup business teams, assuming responsibility for business decision-making, product development, collaborative tech development, and user experience enhancement.

As a passionate advocate for web and app users, Philip sets the vision for growing digital products and utilizes data, research, and strategy to guide multidisciplinary teams toward achieving business goals. He excels in balancing diverse perspectives and empowering teams to do great work for sustainable growth. Philip's expertise in integrated digital solutions has contributed to remarkable results in diverse projects, helping businesses achieve their branding and marketing goals through omnichannel and multi-screen strategies.

With a proven track record in driving revenue and building strong client relationships, Philip is also a trusted advisor in marketing and digital product strategies, leveraging data, analytics, and cross-functional collaboration to deliver exceptional results.

Beyond his accomplishments in FinTech, Philip has also delved into the realm of mind-body wellness. He leverages his expertise as a certified Aromatherapist recognized by the International Federation of Aromatherapists (IFA) and holds the Level 3 Clinical Aromatherapist certification from the National Association for Holistic Aromatherapy (NAHA). Philip serves as an individual advisor in the holistic treatment field, specializing in guiding individuals through holistic treatments, emphasizing the therapeutic benefits of aromatherapy, and utilizing natural plant-based remedies. With his diverse skill set and passion for holistic wellness, Philip is committed to making a positive impact in both the FinTech and mind-body wellness domains.

SUMMARY OF QUALIFICATIONS

- Proven track record in business consulting, account management
- Deep understanding of digital banking, ePayment, insurtech, credit bureau industries
- Strong knowledge in digital business growth tactics & methodology
- Extensive experience in integrated digital marketing and advertising solutions
- Excellent communication, presentation, and negotiation skills
- Proficient in data analysis, UI/UX measurements, and market intelligence
- Fluent in English, Mandarin Chinese, and Cantonese; Elementary proficiency in French
- Strong team spirit, creative thinking, and innovative problem-solving

WORKING EXPERIENCE

- **PingAn Group (2022.06 – 2024.01)**
Solution Consulting Director, PingAn OneConnect Credit Reference Services Agency (Hong Kong)
 - Provide credit reporting solutions for financial institutions based on their current needs and future business development plans;
 - Collaborate with cross-functional teams, including product and data model teams, to recommend the most suitable personal credit data reports and scoring solutions for financial institutions;
 - Advise and assist financial institutions in accessing the multiple credit reference agencies member network;
 - Collaborate with operations and IT teams to support the integration of financial institutions' systems and data;
 - Develop and maintain the platform for alternative data business for small and medium-sized enterprises;
 - Collaborate with regulatory authorities to ensure compliance and access to Hong Kong Monetary Authorization CDI (Commercial Data Interchange) members;
 - Develop innovative business solutions for specific industry scenarios and digital credit solutions using third-party alternative data reports and industry risk scores;
 - Participate in the preparation for the credit reporting company's opening, including website content construction, app development review, industry institution promotion, and media & PR promotion.

Deputy Director, Business Development, OneConnect Financial Technology (Hong Kong)

- Find and tap relevant cooperation resources, expand new cooperation channels, and promote cooperation models. Coordinate and independently conduct business negotiations and complete the contract signing;
- Possess financial (banking/securities/loans/insurance/investment) and cross-border trade industry sense, track

- and collect industry information and trends, and do policy research and business planning;
- Connect with financial institutions and relevant government departments, carry out effective coordination and communication, prepare application and reporting materials, and promote the implementation of project management according to customer needs and the characteristics and requirements of the company's products
- **AIA International Limited (2021.12 – 2022.06)**
Principal, Digital Platform Partnership (Hong Kong)
 - Drive & implement overall digital channel strategy and vision by identifying, acquiring, nurturing, and growing the strategic relationships, with the goal to build a scale digital channel for future growth
 - Develop, design, and deliver the end-to-end customer journey, working closely with various teams.
 - Enable the set-up and delivery of scenario-based insurance and lifestyle benefits to drive customer acquisition through their ecosystems
 - Promote the digital platform to drive more customers via creative digital marketing campaigns
 - Develop new strategic partnerships and maintain partner relationships with digital ecosystem partners achieve business objectives and secure long-term trust & engagement at all management levels
- **Ant Group (2018.01 – 2021.12)**
Associate Director (User Growth), Retail Banking, Ant Bank (Hong Kong)
 - Leverage bank's market development goals & strategies with the virtual bank digital business characteristics, and develop the business strategies, to make the user growth with retention, accelerate the transaction performance, be responsible for various business indicators;
 - Monitor daily business data, coordinate resources of various departments, sharply capture the North Star metrics to improve the bank's business, continuously acquire new user & improve the activity through online and offline marketing programs, regularly form data analysis reports, and timely adjust the business direction and strategy to achieve the goals.
 - Propose business growth needs by collaborating and actively communicating with the product development team & technical team, to release new digital functions & increase the user experience;
 - Keep optimizing the user journey and improve user conversion rate;
 - Focus on industry competition, timely collect and analyze feedback from users & business departments, explore market demand, optimize rules of growth strategies, digital product functions & business processes.
- Growth Manager, AlipayHK (Hong Kong)**
 - Develop strategic growth planning for the App customers/merchants & follow up the whole procedure, speed up the whole growth journey incl. user acquisition, payment activation, retention & responsible for multiple KPIs;
 - Data monitoring for daily user growth target, coordinate the resource of multiple departments to explore key points for the e-payment business development. Increasing the user base & improving the user performance by strategic marketing plan;
 - Managing digital growth campaign calendars and align with the marcom channels, optimize the conversion funnel by data tracking and analytics;
 - Explore market demand, optimize growth strategy, product development, and business development by paying close attention to market competition, analyzing feedback & reports of multiple departments;
- **Alibaba Group (2017.01 – 2018.01)**
Senior Marketing Operation, Alibaba.com (Hangzhou, China)
 - Responsible for the development of Alibaba.com marketing platform & deliver brand strategy throughout the year, to leverage cross-boundary trading campaign implementation;
 - Manage Alibaba.com Facebook account and deploy content marketing strategy to increase the brand awareness, social engagement and generate potential business opportunities;
 - Responsible for building Alibaba.com in the international user communication in the periodic events, to create global influence and reputation;
 - Organize cross-team projects or integrated marketing planning and get KPI results.
- **AsiaPac Net Media Limited (2014.12 – 2016.12)**
Digital Director (Hong Kong, Taipei, Shanghai, Guangzhou, Shenzhen)

- Provide strategic leadership in developing and leading strategic & tactical digital media plans to clients.
- Conduct training and consulting support to AsiaPac regional sales & BD teams on media strategy, digital marketing related topics.
- Counsel client on the effective digital strategy based on research, analytical metrics, strategic insight, and the best practices to develop effective solutions & meet the clients' needs and objectives.
- Research, develop and collaborate with other regional teams and business partners to continuously develop the integrated digital solutions offering from AsiaPac.

Senior Account Manager (Hong Kong)

- Coordinate and train teams across internal departments' Sales team, Account team, Business Development team & Product/Marketing team, to get higher working efficiency and execution.
- Lead account team in Taiwan, HK & Mainland China, reach best practices on campaigns & provide quality service to clients.
- Play consultant role to provide client integrated digital solution, Multi-Channel solution, Cross- Channel solution or Omni-Channel solution, to achieve KPI goals
- Provide advanced tracking solutions for e-commerce, helping clients in data analysis, get insights & suggestions, to build up short-term & long-term digital plan, or scalable & sustainable business model.
- Cultivate the relationship with existing clients & partners and identify new opportunities for potential partnerships in the market. Develop and drive new business opportunities.
- Work closely with marketing team & regional team on developing strategies & new products.

• You Find Limited (2013.10 – 2014.11)

Search Marketing Analyst (Hong Kong)

- Make the digital ad strategy consultation for clients (SEM & Media buying) on increasing ROI
- Lead the team to operate, monitor and enhance the performance of the advertising campaigns
 - Keyword & landing page research, ad copy creativities on increasing the Quality Score
 - Targeting research & remarketing strategy on increasing conversions & conversion rate
- Data analysis using Google Analytics & Google Tag Manager solutions
 - KPI/Goal research, tracking code implementation & setting

EDUCATION

Centennial College, Toronto, Canada

Ontario College Diploma (Jan 2024 – Apr 2025)

Major: **Software Engineering Technician**

The Chinese University of Hong Kong, Hong Kong SAR

Master of Arts (Sep 2010 - Dec 2011)

Major: **Visual Culture Studies**

Communication University of China, Beijing, PRC

Bachelor of Arts, (Sep 2006 - June 2010)

Major: **TV Editing & Directing**

LICENSES & CERTIFICATIONS

Career Essentials in Generative AI

Microsoft

Associate Financial Planner (AFP)

The Institute of Financial Planners of Hong Kong

Google Ads Advanced Certifications (Search, Display, Video, Shopping, Mobile)

Google Analytics Individual Qualification (GAIQ),

Mobile App Analytics Qualification

Google

Level 3 Certified Clinical Aromatherapist

National Association for Holistic Aromatherapy (NAHA)

Full Member of IFA - PADP (Professional Aromatherapy Diploma Practitioner)

International Federation of Aromatherapists