

EXPERIENCE

Sales Strategy & Operations Senior Analyst

Apr 2024 - Present

- Optimized sales strategy and operational cadences for Cloud Specialist Sales teams of +30 FTE; led sales forecasting, pipeline process optimization, QBR preparation, OKR measurement and go-to-market (GTM) planning initiatives
- Operationalized product growth strategy by identifying \$56M in cross-sell opportunities through data-driven modelling and analyses; findings directly influenced account prioritization and scaled lead generation programs across enterprise and mid-market segments
- Drove 18% y/y growth in H1 by producing business-critical insights and scaling technical and operational infrastructure by building dashboards and clear performance metrics
- Orchestrated cross-functional collaboration across Product, Marketing, and Sales to refine GTM plays and campaign strategy, driving a 2x increase in qualified pipeline growth

Commercial Strategy Consultant

Jan 2023 - Mar 2024

- Spearheaded a commercial segmentation strategy that uncovered a 17% revenue growth opportunity for a South Korean pharmaceutical MNC; recommendations were implemented as a pilot across key APAC markets
- Led cross-functional stakeholder engagement across Marketing and Sales teams in Australia, New Zealand, and Korea; conducted 15+ leadership interviews, 50+ surveys, and maturity assessments to inform GTM strategy
- Improved customer coverage by 33% by redesigning territories and prioritizing high potential segments across key APAC markets
- Transformed customer interaction insights into targeted engagement strategies; established frequency benchmarks by segment, driving a ~1.8x increase in healthcare professional (HCP) engagement

Strategy & Transactions (M&A) Consultant

Jul 2021 - Dec 2022

- Led project management, integration planning and execution across 24+ workstreams (240+ FTEs) for a \$185M acquisition (\$47B AUM transferred), ensuring end-to-end alignment across Legal, Risk, Customer, and Finance functions
- Developed change management strategies and operationalized future-state operating models by leading executive workshops and data-driven gap analyses, quantifying financial and operational synergies to guide integration planning
- Advised SteerCo with high-impact reporting and strategic recommendations, enabling data-driven prioritization and proactive risk mitigation across critical path initiatives
- Championed internal upskilling initiatives, hosting monthly training sessions to strengthen team capabilities

Financial Services Risk Consultant

Oct 2019 - Jul 2021

- Conducted regulatory reviews and remediation programs across Information and Cyber Security (CPS 234), Operational Risk Management (CPS 220) and AML/CTF Act; assessed control design, operational effectiveness, and compliance gaps
- Produced weekly workstream reports, highlighting key control failures, risk themes, and remediation progress for exec. stakeholders

EDUCATION

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Mar 2015 - Dec 2018

Bachelor of Commerce in Finance and International Business

- Relevant coursework: New Colombo Plan Scholarship (Jan 2018), 3rd Place in International Risk Management (July 2018), 3rd Place in Social Entrepreneurship (Dec 2018)
- Exchange at University of California, Los Angeles (Jun 2018), GPA: 4.0

SKILLS & INTERESTS

- **Languages:** English (native) and Korean (fluent)
- **Technical Skills:** Salesforce CRM, Snowflake, SQL, Tableau, Power BI, Excel, Google Sheets, Powerpoint
- **Community/Leadership:** Helped 3+ nonprofit organisations achieve financial sustainability and scalable operations; co-developed pricing and growth models with nonprofit founders; helped 30+ students achieve 10%+ grade increase on college admission papers
- **Interests:** Passionate horseback rider and outdoor enthusiast (20+ mountain hikes); beginner surfer embracing the learning curve; avid reader of psychology and behavioral strategy (big fan of Robert Greene)