

William Wang




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SELF-APPRAISAL

- With 10 years working experience on Mobile Internet/Mobile Payment/Financial and Telecom Industry for strategic alliance and business development/analysis, I have a good understanding of mobile internet products & operation and user experience management.
- Over 6 years global working experience cooperate with different partners and team members from different countries across WEU/ MENA/ SEA area, fast learner and good adaptability.
- Good Teamplayer and proven capability on project management and customer management.

WORKING EXPERIENCE

- ❖ **China Industrial Bank Digital Business Manager** 2021.11 - Till Now 
 - ◎ Be responsible for digital transformation business of CIB in Guangdong branch. Worked as BA for digital project requirements analysis, transform these requirements into PRD documents with flow chart, daily Project Management and cross team collaboration to solve R&D problems & risk points to ensure the overall progress is carried out as planned.
 - ◎ CIB's mobile APP management and operation, business cooperation to get high quality & localized services, daily operation by data analysis and promotion campaigns, cooperate with partners and R&D to upgrade the localized platform-City Service to ensure user experience & improve stickiness and activity.
 - ◎ Draft the branch's digital transformation regulations and digital talent's assesment & incentive criteria & schedule.
- ❖ **Ant Group - Alipay Operation Center Deputy Director of Southern China** 
2018.11-2021.6
 - ◎ In charge of regional strategy & business development & operation for Alipay with 5 team members. Focus on industries with huge scale user base such as government and public services & transportation and mobile pay. Maintain good relationship with different government departments and KA companies to get more popular and frequency services onto Alipay App, including Big Data Dept/ Public Security Dept/ Social Security Dept/ Transportation Dept etc.
 - ◎ Keep improving user experience & stickiness and market share by on-boarding good quality services & data analysis to optimize product features.
 - ◎ Generate several innovative leads and incubate them into successful cases that were copied across Alipay Group. These cases are helping the Group to find new business growth engine, including Driving licenses training fee supervision platform/ Electronic certificate photos project/ Online payment platform of Guangdong League member fee/ Guangzhou Public Security floating population management platform on Alipay miniprograms etc.
 - ◎ Achievements: Achieved several complex projects' target to support the Group's strategic layout accomplished. Be awarded the Star of Innovation of the Group in 2020.
- ❖ **Alibaba Mobile Group - Global Business Development Expert** 2015.11 - 2018.11
 - ◎ In charge of UC oversea business alliance in India with a team of 15 members. 

- ◎ Cooperate with Google/Microsoft etc. on search engine function integrated on UC mobile browser. Daily operation to improve product features & user experience & search conversion rate by analyse product data.
- ◎ Establish the UC News app from 0 to No.1, on collaboration with content providers of over 90% of the top medias in India market, incubate the ecosystem & supplychain of freelancers/KOLs industry by constituted their motivation & upgrade schedule and product optimization & training.
- ◎ Achievements: keep No.1 of UC Browser market share in India, build up UC News to be the biggest news content integration platform and freelancer content creation platform in India. With two years annual performance evaluation were 3.75 (top 30%), I was awarded the Excellent Employee of UC International Group in 2017.

❖ **Huawei Technologies Co.,Ltd Solution Sales Manager 2012.06-2015.10**



- ◎ Be in charge of telecom solution sales in WEU and MENA area, I have a good insight on telecom industry and KA relationship management.
- ◎ Provide customised solution to customers with good understanding of customer requirements & competition status, and drive the execution & implementation of these projects.
- ◎ Achievements: 140% of the KPIs with strategic project target accomplished in 2014 and 112% of the annual KPIs achieved in 2015 1st half only. My annual evaluation were A for 3 years in a row and was awarded The Future Star of Huawei.

EDUCATION

❖ **Wuhan University of Technology Bachelor of Engineering Major in Monitoring & Control Technology 2008.09—2012.06**

- ◎ **Certificates:** TOEIC 855; CET-6; Level 2 of C Language in National Computer Examination; Familiar with MS Office tools.