

# MELODY SHIEH

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## EXPERIENCE

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### Alvarez & Marsal

San Francisco, CA

Consultant – Corporate Performance Improvement

September 2016 – Present

Led portions of strategy and operational improvement engagements for national CPG-retail and healthcare clients and facilitated implementation to deliver superior results. Promoted to Consultant from Analyst May 2018 and sponsored for Lean Six Sigma Green Belt Certification. Select Experiences:

- **Corporate Strategy and Development – Customer Experience**
  - Completed an objective assessment of a \$10B National Healthcare Provider's Western Division outpatient care scheduling function and provided recommendations for a future, consolidated contact center location
  - Developed an incentive compensation plan for the client's ~1,000 contact center agents by identifying key performance metrics that would drive desired behaviors and produce the right customer experience
- **Corporate Transformation**
  - Assisted a \$60B national healthcare provider and insurer with an IT transformation from an infrastructure delivery to an outsourced "as-a-service" business model
  - Identified an annual savings opportunity of \$472.1M (~35%) by determining cost drivers and duplications between capital, vendor, and staffing spend within the client's service delivery model
  - Drafted project charters for 17 transitional initiatives including resources, success metrics, and cost/benefit analysis
- **Organizational Leadership**
  - Supported the development of a future-state organizational structure that leveraged cross-functional capabilities and streamlined the IT service delivery approach for a national healthcare provider and insurer
  - Built a job description generator for future-state skill requirements and developed a dispositioning methodology
- **Operational Improvement – Procurement and Network Optimization**
  - Sourced the 3<sup>rd</sup> largest direct spend category for a national school lunch provider and managed the RFI, RFP, product testing, supplier negotiations, and term sheet process
  - Achieved \$1.4M in annual cost reduction off \$10.9M addressable spend and increased DPO by 14 days, enabling the client to achieve profitability for the first time in 10 years
  - Modeled the transportation network of the nation's 2<sup>nd</sup> largest fresh produce processor and conducted optimization analysis using the supply chain software Supply Chain Guru (Llamasoft) and data visualization tool Tableau
  - Supported the client in a greenfield opti-site selection that would reduce network costs by \$6.1M and represented a core part of the client's 5-year growth strategy
- **Market Analysis**
  - Performed pro forma financial statement analysis, market research, and competitor benchmarking for key accounts

### Dang Foods

Berkeley, CA

Marketing Intern

January 2016 – June 2016

- Reported directly to the CEO, provided sales analysis, and developed a marketing event calendar to target strategic markets
- Managed the field marketing program including onboarding and overseeing 15+ brand ambassadors, coordinating with regional sales brokers, and staffing sponsored events with a budget of \$100k
- Developed the Customer Service department by standardizing responses, establishing policies, and defining best practices

### Bloomingdale's

New York City, NY

Omnichannel Buying & Planning Summer Merchant – Dresses, Coats, & Swim

Summer 2015

- Analyzed sales reports periodically to understand current state and better predict future seasonality and performance
- Optimized swim vendors and streamlined the assortment of a multimillion-dollar business

## EDUCATION

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### University of California, Berkeley – Walter A. Haas School of Business

Berkeley, CA

Bachelors of Science in Business Administration

August 2012 – December 2015

- GPA: 3.7, Dean's Honors List 2015
- Activities: Cal Athletics Dance Team, Asian Business Association Professional Committee, Residential Service Initiative Vice President of Service

## PERSONAL

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- Conversant in Mandarin Chinese
- London 2012 Olympics Expo performer
- Urban gardener & amateur cookbook writer (recipes can be found on [mealpanda.herokuapp.com](http://mealpanda.herokuapp.com))