

MELODY SHIEH

melodyshieh.herokuapp.com | (510) 402-8770 | melody.shieh@berkeley.edu

EXPERIENCE

Alvarez & Marsal

Consultant – Corporate Performance Improvement

San Francisco, CA

September 2016 – Present

Led 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**
 - Conducted 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 best customer experience
- **Corporate Transformation**
 - Supported 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
 - Delivered project charters for 17 transitional initiatives including resources, success metrics, and cost/benefit analysis
- **Organizational Leadership**
 - Developed a future-state organizational structure that leveraged cross-functional capabilities and streamlined the IT service delivery approach for a leading national healthcare provider and insurer
- **Operational Improvement – Process Improvement, Procurement, and Network Optimization**
 - Streamlined the strategic budgeting, financial forecasting, and vendor management processes for a nonprofit, dentistry organization and developed a 3-year TCO forecast and scenario modeling tool
 - Sourced the 3rd 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 2nd largest fresh produce processor and conducted a greenfield opti-site selection for a new manufacturing facility location that reduced 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

Marketing Intern

Berkeley, CA

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

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

New York City, NY

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

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

Bachelors of Science in Business Administration

Berkeley, CA

August 2012 – December 2015

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

PERSONAL

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