

MELODY SHIEH

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EXPERIENCE

LinkedIn

San Francisco, CA

Global Sales Strategy & Operations Associate – Customer Success

Oct 2018 – Present

- Developed post-sales strategy, provided operational support, and implemented processes improvement initiatives across LinkedIn's Global Customer Success Organization (450+ employees)
- Evaluated LinkedIn's customer management model, established Salesforce data governance processes, conducted annual headcount/capacity planning, and developed a scalable organizational structure for the customer learning team

Alvarez & Marsal

San Francisco, CA

Consultant – Corporate Performance Improvement

Sep 2016 – Oct 2018

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. 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

Berkeley, CA

Marketing

Jan 2016 – Jun 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

EDUCATION

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

Berkeley, CA

Bachelors of Science in Business Administration

Aug 2012 – Dec 2015

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

PERSONAL

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