

Keira Ya-Tang Hsu
+886-972-871-070
hsukeira@gmail.com

EDUCATION

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- Kelley School of Business, Indiana University**, Bloomington, IN, United States May 2011
Master of Business Administration, Finance major, Strategic Analysis of Accounting Information minor
- Kelley School of Business merit- based scholarship recipient
 - Graduate Assistant, Operations/Decision Technologies department, conducting data mining and research
- National Cheng Chi University**, Taipei, Taiwan June 2006
Bachelor of Science, cum laude, Finance major

PROFESSIONAL EXPERIENCE

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- General Electric Healthcare (GE Healthcare)**, Taipei, Taiwan September 2011 – Present
Financial Planning and Analysis Analyst
- **Business and Operation Excellence:** Drive Sales and Costs Productivity of a 90+ member operation team, built up commercial and operation KPI scoreboard by region/ salesperson/ product line for senior leaders' performance review and management. Supported the team achieve year 2013 targets for both topline and margin, which was recognized with a Growth Award by head quarter
 - **Planning, budgeting:** Co-work closely with managers to guide and influence strategic decision-making via regular / ad-hoc financial assessments. Annual business planning includes overall P&L projection of market size/ share update, segment pricing, new project ROI evaluation and base operating costs such as headcounts planning, facility depreciation, tools and program expenditure
 - **Forecasting, reporting and internal consulting:** Monitor and forecast financial results of a broad scope from topline, expense to margin, highlight key drivers of gap and variance, advise on improvement actions if there is sales/ margin risk and opportunity foreseen
 - **Commercial controllership, process improvement, lead ERP enhancement project:** Drive timely and accurate closing; Develop cross- department benchmark for revenue/ cost allocation; Simplify and streamline business operation process; Lead finance module of global ERP project Siebel and Oracle upgrade to ensure correct system setup and cross-function data flow
- Taiwan Semiconductor Manufacturing Company**, Hsinchu, Taiwan June 2010 – August 2010
Summer Internship, Financial planning department
- **New business research and strategy:** Performed value chain, market share, revenue quality, costing and competitive financials assessments used to drive financial planning and formulate benchmarks analytics for new business development initiatives
 - **Credit risk management:** Developed credit and financial analyses facilitating credit line approval, Accounts Receivables collection control
 - **Foreign exchange research:** Researched major currency patterns to identify key factors influencing TWD exchange rates which helped operation and fund portfolio management
- Deutsche Far Eastern Asset Management, Taipei, Taiwan** July 2008 – January 2009
Marketing/ Product Management Associate
- **Data analysis and reporting:** Analyzed fund performance and competitive information charts using Bloomberg/Lipper data resources, developed content for executive review presentations resulting in improved fund manager communications
 - **Marketing efficiency:** Developed the direct marketing materials, fact sheets, prospectuses and sales presentations for all 6 onshore funds, increasing fund visibility and sales while reducing monthly costs by 18%
- Taipei Fubon Bank, Financial Services Group**, Taipei, Taiwan July 2006 – June 2008
Personal Banker (05/07-06/08) Associate Financial Consultant (07/06-05/07)
- **Leadership:** Advised 90+ sales representatives in 14 branches in selling offshore mutual funds/ structured products
 - **Channel management and business development:** Formulated branch sales strategy on promotion/ customers' product preference, implemented by revamping sales tactics, which successfully increased channel fee income
 - **Powerful presentation:** Briefed daily/ weekly meeting to over 700 salespersons in 121 branches on global markets news

ADDITIONAL

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- MS Word, Excel, PowerPoint, SPSS, Hyperion; Have completed level I of the CFA exam in June 2010
 - Fluency in English and Chinese, GMAT 740/ 800 (Global percentile 97/100)