

Keira Ya-Tang Hsu
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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 dept., 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 Excellence:** Drive Sales and Productivity of a 90+ member operation team, built up simple and clear commercial and operation KPI dashboard by region/ salesperson/ product line which is easy for managers' performance review, and supported the team to achieve TY2013 targets for both topline and margin with growth award
 - **Planning, budgeting:** Guide and influence strategic decision-making both commercially and operationally 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, facility expenses etc.
 - **Forecasting, reporting and internal consulting:** Monitor and forecast financial results of a broad scope from topline, expense to margin, advise business/ operation leaders on improvement if 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 client due diligence, credit and financial analyses facilitating credit line approval, A/R 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 and structured products
 - **Channel management and business development:** Formulated branch sales strategy on pricing/ 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
 - Fluency in English and Chinese, GMAT 740/ 800 (Global percentile 97/100)