**Executive Management**

Strategic Planning | Human Resources Skills | Global Operations

Accomplished Executive with domestic and international experience in operations, P&L oversight, and marketing involving both start-up and growth organizations. Results-oriented, decisive leader with proven success in new market identification and strategic positioning for professional services providers, investment & finance, consumer product distribution, and education organizations. Track record of increasing market share and profit margin while spearheading innovation to drive operational improvements and workplace satisfaction. Excel in dynamic, demanding environments while remaining pragmatic and focused.

**Core Competencies**

|  |  |
| --- | --- |
| * Visionary Leadership * Strategic Alliances & Tactical Planning * Risk Management * Fluent Chinese, Cantonese and English | * Key Partnership Development * Budget / Financial Planning * High-stake Negotiations |

**Professional Experience**

**Director of HR & Admin | Senior Consultant 02/2020 – Current**

**China Innovation Investment Limited (stock code: 1217.hk) Sheung Wan, HK**

* Lead the HR and Administration team of 16 across HK, BJ, SH and SZ to provide all-rounded of HR & Admin services to ensure efficient operations;
* Further develop and integrate HR, L&D/OD enhancing culture, professional development, C&B, performance evaluation, training and recruiting;
* Oversee Hong Kong and China Property Investment, Management & Market Operations to bring true improvements, reflected in the financial numbers.

**Key Achievement**: Developed a detailed business plan to merge and acquire 60% of Guangzhou’s privately owned education and training organization, at around 10% of what it's worth. The project is to turn a threat into the opportunity presented in the night of COVID-19. The project is a major expansion strategy to broaden the current investment portfolio with the intention to flow the education business soon after the pandemic.

**General Manager**

**Promise Business Consultants, Guangzhou, China 05/2009 – 02/2020**

* Assist in all aspects of project management system from strategy formulation consulting/advisory, development, management, procurement to delivery.
* Specialties: Integrated business solutions, business transformation; HR L&D OD solutions, Leadership development, Coaching & Mentoring Program, Workplace Well-being; Customer experience improvement; 6S, SOP’s & Lean Six-Sigma process optimization, and Operational efficiency; Conventions & Event, Business Model design, Business Reconstruction, Merge & Acquisition - across a variety of sectors: FMCG, Education, Manufacturing, Hospitality, and Finance;
* Partner with client-side CEO and Senior Management to develop mid-long term strategies and assist in achieving the business goals.

**Key Achievement:**Successfully lead a team professionals to work closely with client CEO and senior management to implement an integrated business solution that involves 1. Create various performance training, leadership development, and coaching programs; 2. Re-engineering talent acquisition and onboarding practices; 3. Facilitate open communication by reorganizing internal function as a team of teams; 4. Fine-tuned recognition & reward system - Achieved a magnificent result: 100% increase in job satisfaction, a 32% increase in productivity KPIs, highly motivated, and energetic workforce. No one quits in the first 12 months of employment, retention rate improved by 24%, cost-saving over $3.5 million.

**Head of School | Entrepreneur**

**English Journey Language School, Guangzhou, China 09/2009 to 11/2017**

* Develop an overall strategy for school expansion, marketing and talent development.
* P&L owner, accountable for business functions related to Organizational Strategy, Business Development, Resources Planning, Financial Planning and Budgeting, Strategic Planning & Analysis, Marketing, HR & Administration.
* Oversee day to day management of 4 centers (120+ FTE); Direct & drive the team ensuring achievement of planned goals, maintain cost control & market competitiveness, quality assurance, legal compliance with legislation, and are consistent with the Schools’ overall strategy and mission;
* Establish & maintain a unique relationship with the local government, affiliated education bodies, and stakeholders to secure support and meet expectations.

**Key Achievement**: Lead a language school from start-up to 4 Centers with 4000 students in just 5 years – 115% ROI, 90% retention rate, 90% customer satisfaction, 4 out of 6 employees promoted into top regional management positions - A proven track record of successful greenfield operation in mainland China.

**Financial Controller**

**Adelcom Business Solutions Pty Ltd. Adelaide, Australia 03/2003 to 04/2009**

* Lead and manage a professional Finance & Accounting team to ensure compliance & quality financial deliverables to support business decision making;
* Provide value-added financial support to the MD with planning expertise to assist in driving profitability, cost control, planning, and reporting;
* Review the business operation efficiency and work with different departments to drive necessary changes to boost business performance from a financial perspective;

**Key Achievement:** Being the only Chinese staffs in the company, I was able to collaborate with different teams to achieve a common goal - grow the business. I went above and beyond and take the initiative to introduce over 100 clients to the business consist of more than 22% of the business turnover.

**Accounting Manager**

**Adelaide Prestige Pty Ltd. (Prestige car wholesaler) 03/1997 - 03/2003**

* Setup and Implementation of MYOB, CRM, ERP, and other accounting financial systems;
* Responsible for consolidation, financial reporting, and taxation;
* Maintain effective financial control and reporting system to comply with internal group policies and external statutory requirements;

**Key Achievement**: Finishing my MBA while maintaining a full-time job at Adelaide Prestige. While I’m solely responsible for maintaining the company books, without any major error in my term of employment; I was also able to contribute 30% of retail sales by networking with the local Chinese community.

**Education & Qualifications**

Certified Practitioner of NLP - INLPA - 2016

Certified Life Coach IAPLC - 2016

Certified Project Management Professional PMP - PMI -2015

**Master of Int. Business Administration - Flinders University, Australia 2003**

**Bachelor of Commerce - major in Accounting - second major LLB**

**Adelaide University, Australia 1996**

**Professional Associations:**

Project Management Institution (PMI) - 1997 - Present

Society of Human Resources Management (SHRM) - Present

International Talent Development Association (ITDA) 2019 - Present

Asia Pacific NLP Institute (APNLP) - 2019 - Present

Golden Key Honour Society Member 1996

Coopers and Lybrand Prize in Accounting 1998