



Problem solver that aims at bridging the gap between technology through data driven and creative approaches. Believer that process improvement and innovation needs to take into account the current vitals(data), process, people and technology to identify quick wins and the longer term strategy. Experienced in the areas of product management, technical & non technical project management, process improvement, campaign management and data analytics.

WORK EXPERIENCE

Senior Manager Perf. Imp., Product & CRM, Qra – *(Business & Digital Product Owner)* Sep 2021 – Present

Loyalty Program & CRM Management

- Strategize and drive the launch of Qra Club which includes both the program and the loyalty app ([Qra Club App](#))
- Responsible for defining the business and digital roadmap for Qra's Loyalty Program (Qra Club). Includes conceptualising and defining program direction based on customer lifecycle with alignment to system capabilities
- Responsible for end-to-end of the Loyalty program and CRM system which includes program strategizing, digital roadmap planning, product development lifecycle, operational campaign planning, management and deployment
- Responsible for definition of key business objective(s) based on key customer lifecycle (Acquisition, Retention, Winback) to strategize program and campaign initiatives and offerings
- Work with internal and external teams to collaboratively drive the program and campaign
- Successfully planned and executed the acquisition phase to hit member loyalty penetration and sales penetration targets within 4 months of launch
- Responsible for setting the dashboard and analytics framework to analyse member's behavior.

Product & Ecommerce

- Relaunched the revamped PWA site for Qra (www.qrafoods.com) which involved entire redesign of customer journey (UI/UX), new platform implementation, technical integration management and operational enhancement
- Responsible for defining the overall company digital product roadmap and Ecom business roadmap; Inclusive of Ecommerce platform and other new digital platforms
- Responsible for sourcing, negotiating, liaising and managing vendor(s) for all digital product
- Hands on planning and execution for the entire product development process which includes business requirement gathering, product design (UI/UX), product backlog grooming & prioritisation, technical & non technical project management, multi vendor integration management, testing and deployment management
- Responsible for end-to-end Ecommerce at Qra which includes multi-site management, product categorisation, stock availability, campaign management, multistore operations & delivery
- Responsible for month-to-month data analysis for tracking site performance, sales & campaign performance and customer purchasing behaviour. Setup simple excel dashboard; BI dashboard to be considered for future phase
- Manage 2 team members at HQ and collaborate with on ground operation staff at all stores for end-to-end delivery of Ecommerce experience and Qra Club program

Product Team, IKEA SEA & Mexico – *Product Manager, Digital Solutions (Contract)* Nov 2020 – Aug 2021

- Responsible for digital solution sourcing to implementation within IKEA SEA & Mexico. Sourcing of solutions includes both external and internally developed solutions.
- Work with key stakeholders to determine requirements and solution required within the region and develop product roadmap and manage backlog
- Work with interdepartmental teams and multinational teams for implementation of solution which includes developing and tracking key metrics to measure success of deployment of solution

Growth Team, HealthifyMe – *Associate Product Manager* Jun 2019 – Nov 2019

- Responsible for reviewing and driving growth for Malaysia and Singapore through the HealthifyMe app
- Obtained feedback from users on key features and challenges faced to design new features/enhancements
- Work with tech and design team to develop product features (UI/UX) based on defined user stories
- Developed dashboard to track key business metrics and performance of features

Transformation Team, U Mobile – *Assistant Manager/Product Owner(App)* Nov 2018 – Jun 2019

- Responsible for new app development and the development of digital roadmap for unification of app and platforms
- Work with key stakeholders to setup project workflow and adoption of SCRUM for mobile app development
- Host workshops with key stakeholders to identify key business requirements and to align requirements to develop long term app roadmap and developed user stories

- Defined key metrics and perform analytics using SAS, SQL Queries and IBM SPSS to identify and track historical metrics and develop reports and tracker of current app performance as basis for the new app

Mentoring & Engineering Team, NEXT Academy – Mentor/Junior Engineer

Apr 2018 – Nov 2018

- Review course materials and work with mentor team to restructure course delivery and syllabus for effective learning. Key objective was to engage students and to train students to be self sufficient
- Mentored students on the following tech stack; Frontend: HTML, CSS, Javascript, JQuery, Bootstrap | Backend: Ruby on Rails, SQL

Customer Value Lifetime Management, U Mobile – Assistant Manager

Jan 2016 – Dec 2017

Campaign Management System Implementation – Campaign Team/Product Owner

- Define business requirement and structure of campaign system through incorporating user and customer experience. Structure takes into consideration business objectives, customer experience, inter department user experience and feedback loop for campaign recalibration
- Identify key business objectives and perform campaign planning to define data frequency and data fields required for performance monitoring, customer segmentation and behavioral analysis
- Work closely with IT Project Manager and Vendors in ensuring requirements are met and identify workaround solutions where technical solutions are unable to meet business requirements
- Review test plan to ensure completeness of positive and negative scenarios based on business requirements. Perform UAT and post deployment live test prior to official launch

Acquisition, Upgrade and Loyalty Campaign – Campaign Team/Product Owner

- Identified key metrics based on business objective and developed report structure for high level monitoring and management reporting
- Perform analytics using SAS queries and IBM SPSS on industry trends, customer segment and align findings with key business objective to identify campaign opportunities
- Plan and map the end-to-end customer journey whilst considering currently available resources, enhancements or process changes. For enhancement and campaign execution, considered both timeline and cost impact.
- Define business requirements and platform requirements where applicable for campaign execution. Review test plan and perform UAT and post deployment live test prior to launch
- Engage and work with cross-functional teams critical for execution of campaign

Enterprise Risk Services, Deloitte – Senior Consultant

Nov 2011 – Oct 2015

Selected Project Highlights:

GST Project Management Office (Insurance Industry) – Team Lead

- Review the impact of GST to clients' environment through understanding clients' current business process and system functional aspects
- Enhance and develop new system and process workflows to incorporate GST requirements throughout clients' operations
- Monitor project progress and ensuring pre-set project timelines are met
- Perform data verification for validity of data crucial to GST computation
- Perform recomputation to ensure accuracy of system computation and output based on the GST requirement

ERP System Evaluation and Review (Water Services Industry) – Team Lead

- Evaluated and identified areas for system enhancement in clients' existing ERP system through:
 - Identifying gaps in current ERP system and current business processes
 - Determining the risk and impact of existing gaps
 - Prioritising enhancement listing based on the impact to client and estimating the effort required
- Conducted workshops to identify areas for enhancements and presented recommendations to management

TECHNICAL SKILL

- Analytic Tool(s): ACL, SAS, IBM SPSS, Metabase, Clevertap, Google Analytics
- Programming/Query Language(s): SQL [Redshift, Oracle, SQLite], Javascript, JQuery, Ruby, Python, R
- Other(s): Magento 2, Wordpress

EDUCATION

Data Science Certification Course – 360DigiTMG, Malaysia

February 2020 – June 2020

Full Stack Web Development Quantum Degree – NEXT Academy, Malaysia

January 2018 – March 2018

Bachelor of Commerce – University of Victoria, Canada

September 2009 – August 2011

American Degree Program – Taylor's University College, Malaysia

January 2007 – August 2008