

**Hong Yan**

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**•Work Experience**

**2011.7-present Cisco Systems BEIJING**

**2013.7-present APJC Central FP&A \_ Senior Financial Analyst**

Partner with key APJC business groups in support of its business leaders, responsible for consolidating, reporting and managing all financial metrics for key APJC organizations.

- Partner closely with the APJC Business Leaders to manage the business & financial performance, including key Performance Metrics, headcount & opex to meet the overall Metrics target/budget.
- Provide analytics and value-added management decision support, driving key business goals, identify major trends and corresponding business issues.
- Drive fiscal year goaling and budgeting process for the business group in collaboration with cross-functional teams.
- Act as the primary contact to APJC & WW FP&A team in providing timely financial reporting, results, analysis, submissions, etc.

**2012.1-2013.6 Greater China FP&A \_ Senior Financial Analyst**

As Financial Analyst for Greater China FP&A team, support Greater China CFO to provide monthly and quarterly analysis to OD and also take responsibility to support several regions.

- 2012.1-2012.6 A. Business support to several regions in Greater China, including South, Hong Kong & Taiwan, providing monthly & quarterly reports on business and finance performance. Work with business leaders to drive corresponding metrics; B. Expense Reporting & Analysis to entire Greater China business team and advice to business leaders on spending control.
- 2012.7-2012.12 A. Provide analytical support and guidance for monthly and quarterly business reviews and decision making for Greater China Business Directors. Including booking, disc, margin, productivity, expense, etc; B. Region P&L Analysis of Greater China, including revenue, gross margins, etc.
- 2013.1-2013.6 Business support to Service Provider Team in Greater China, providing monthly & quarterly reports on business and finance performance. Work with business leaders to drive corresponding metrics; Regular interaction with the cross functional teams, driving operational excellence

**2011.7-2011.12 Greater China Channel Finance \_ Senior Financial Analyst**

As the Financial Analyst for channel sales, focuses on providing valuable advices and report required by business. Make sure company's benefit to be protected and policies to be complied with.

- Setup improve control process/procedures related with channel sales
- Review sales programs and projects, provide financial analysis for management on decision making and improvement indeed

- Partner related business drive & control, including rebate verification & validation; marketing planning and expense review; sales target and BIS analysis, audit& review

**2006.4-2011.7                      Synnex Distribution (China) Ltd.                      BEIJING**

**2009.6-2011.7                      *Operation Manager, Commercial Business Union***

- Lead the Operation Team of 20 staff, report to the General Manager of the Business Union
- Responsible for the Operation of all product lines within Commercial Business Union  
Include Network and Network security, Video, Storage, Server, Wiring, Safety, etc.  
(Main Product Lines: Cisco/Juniper/Huawei/Huawei-Symantec/HP Storage etc.)
- Assist the General Manager in Organization, Operation Management, Sales Management etc.
- Responsible for the Operation and Development of New Subsidiary

**2006.4-2009.6                      *Product and Marketing Executive***

- Responsible for operation of single product line – Juniper Networks  
Including Ordering, Inventory Management, Sales Management, etc.

**2005.7-2006.4                      Digital China                      BEIJING**

Product Support of North China – HP Server

#### •Education Background

2009.9-2011.7	Guanghua School Of Management, Peking University	International MBA
2001.9-2005.7	Peking University	Information Management Economics (dual degree)
		Bachelor in Management Bachelor in Economics

#### •Key Competency

- 3-yr's working experiences in Cisco as senior financial analyst with rotations in different teams, act as different roles which provide comprehensive view of Cisco finance system, including finance reporting processes, New Year Readiness, kinds of finance systems, etc.
- 3-yr's managing experiences as product operation manager of large distributor company before joining in Cisco, familiar with channel & operation system of several large IT companies, including Cisco/Juniper/Huawei/Huawei-Symantec/HP Storage, etc.