

Yi-An (Ann) LIAO

INSEAD MBA | Presales Solutions Consultant | AI & Enterprise SaaS | Client Success
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PROJECT Built for Ada - [Customer Support for Ada IPA Documentation Directory](#)

EXPERIENCE

Enna Health

Singapore/ Taipei, Taiwan

B2B2C SaaS enabling better cancer treatments by tracking real-time chemo symptoms

Product Sales and Operations Lead

Mar. 2024 - Now

- Executed discovery qualification with 8 enterprise healthcare prospects, conducting deep-dive sessions to identify client's technical requirements and business pain points
- Developed tailored solution proposals with quantified ROI calculations from operational cost savings, strengthening competitive positioning in deals across enterprise and public sector clients
- Designed segment-specific product demonstrations and technical workshops, reducing implementation friction and improving pilot NPS by 35%
- Led technical scoping with engineering teams, translating client needs and user support scenarios into early LLM/NLP voice agent use cases for future AI feature planning
- Resolved 3 critical integration blockers during proof-of-concept phase, enabling seamless system connectivity and increasing feature adoption by 40%

Relevia

Paris, France

Search fund with \$1M funding, focused on M&A of SMEs in France

Senior Operations Manager, Summer Internship

Jul. - Aug. 2023

- Built automated CRM workflows with lead scoring methodologies, executing A/B tested outreach campaigns to generate 20+ qualified acquisition targets
- Implemented systematic lead prioritization and opportunity tracking, optimizing conversion funnel from initial prospect identification to qualified meetings
- Led discovery sessions and valuation with due diligence for targeted SME acquisitions, conducting business needs assessment and competitive landscape analysis
- Created investor-ready presentation materials and supported deal negotiations, achieving 25% reduction in seller's initial valuation through strategic positioning

PAREXEL International Corporation

Taipei, Taiwan (Remote)

Leading clinical research service provider with over 17,000 employees worldwide and \$6B in revenue

Senior Sales Operations Consultant, Enterprise JAPAC

Nov. 2021 - Jan. 2023

- Partnered with Sales Leadership on presales discovery, solutioning, and proposal design per RFP, directly supporting \$50M+ in new contracts through technical alignment and strategic bidding
- Supported pipeline strategy by advising APAC Business Head on resource prioritization and market positioning across high-value renewals and prioritized enterprise targets, contributing to \$150M in strategic wins
- Managed post-sales delivery and client value realization across 100+ enterprise programs, driving repeat RFP invitations and referral-led pipeline growth through strong engagement and outcome alignment
- Led weekly governance reviews with Account Directors, providing performance analytics and enterprise client engagement insights that improved contract renewal rates by 35%
- Implemented centralized change management system using Lean methodologies, improving delivery efficiency by 30% across 300+ active projects in scale-up phase

Sales Operations Consultant, Enterprise APAC

Apr. 2020 - Nov. 2021

- Enabled 4 enterprise deal wins by resolving a 3-month delivery backlog and restoring cross-regional service coordination with 30+ EU stakeholders
- Delivered a proof-of-concept for Pfizer's COVID-19 trial across 800+ sites, accelerating launch timelines with 60% cost savings and securing a \$10M follow-on contract by demonstrating superior delivery value over competing vendors
- Rebuilt consultant team from zero and launched a Six Sigma-based enablement program, increasing delivery team productivity by 30% and supporting proposal readiness across global bids

Project Financial Support Specialist

Sep. 2018- Apr. 2020

- Streamlined financial processes for 5000+ projects by collaborating with Contract, Proposal and Finance teams worldwide, enhancing financial operations efficiency in ERP system by 20%

EDUCATION

INSEAD

Singapore/Fontainebleau, France

MBA Class of December 2023

Jan. - Dec. 2023

- NAFG Scholar of 2023, awarded to fewer than 2% of the students
- Ranked No.1 out of 65 participants in the 51st INSEAD Startup Bootcamp

National Cheng Kung University

Tainan, Taiwan

B.A in Foreign Languages and Literature (GPA 3.6/4.3)

Sep. 2014 - Jun. 2018

- Scholar Exchange Program: Business and Management at Management Center Innsbruck (MCI), Austria (Sep. 2017 - Feb. 2018)
- TSR Scholar of 2017, awarded to only 3% of the top university students in Taiwan

ADDITIONAL INFORMATION

Skills: Python, Vibe Coding, Streamlit, Replit, Firecrawl, Git, Anthropic Console, Salesforce, Tableau, Power BI, SQL, Oracle

Certificate: Scrum - PSMI (Scrum Org.)

Working Authorization: Taiwan, China

Languages: Mandarin - Native; English - Fluent (IELTS overall 7.5)