



## EPPIE YUE HENG CHAN

### STRATEGIC BUSINESS DIRECTOR

Seasoned Strategic Account Manager with exceptional relationship building skills and international exposure, routinely exceeds target through key accounts growth, regional expansion, sales strategies and customer centric mentality.

An effective communicator and highly collaborative who mixes well in the MNC environment with proven ability to lead and empower cross functional teams to excel and achieve.

Open minded and adaptive with an eye for all technology trends be it the latest business technology or the newest digital trends.

### PROFESSIONAL SKILLS

- o Process setup and management
- o Team management & development
- o P&L management
- o Strategic account development
- o C-level presentation
- o International exposure
- o Territory management
- o Customer orientated
- o Relationship selling
- o Project management
- o Omnichannel communications
- o Corporate communications

### PERSONAL SKILLS

- o Creative spirit
- o Dedicated and professional
- o Highly organised
- o Effective time management
- o Team spirited
- o Fast learner
- o Motivated

### CONTACT

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e: [eppie.chan@outlook.com](mailto:eppie.chan@outlook.com)

location: Hong Kong

linkedin: [LinkedIn Profile](#)

### PROFESSIONAL EXPERIENCE

#### HEAD OF OPERATIONS

*Brian Cha Motivation | Nov 2020 - Present*

Lead the company in Hong Kong, Malaysia, Australia, and United Kingdom on all aspects to support year on year growth. Functions include technology, design, video production, program development and fulfilment, customer service, administrations, and human resources.

- o Accredited ISO 9001:2015 in 4 months' time frame
- o Staff turnover ratio reduced from 44% to 23%
- o Established sales pipelines, track, and nurture systems to reduce client acquisition cost by 30%
- o Established hiring process to automate and on-board new hires
- o Established entire business process for standardisation and scalability
- o Developed flash sales program with existing resources to generate HK\$ 530,000 within a 1-week promotion period
- o Initiated marketing campaign from existing programs to generate HK\$ 1,200,000 in a 6 weeks' time frame
- o Reduced project delivery timeframe from 9 to 4 weeks through process and system establishment
- o Initiated creative video content idea to achieve 15,000 views in 5 days on social media
- o Continue to oversee all aspects of the Customer Service team

#### CUSTOMER SERVICE MANAGER

*Brian Cha Motivation | Jun 2020 – Nov 2020*

Lead in the Customer Service team covering 10,000+ clients over 30+ regions across the World.

- o Personally manage strategic accounts to achieve 30% revenue growth through business consultation for the accounts
- o Reduced disputes from 10% to 5%
- o Established entire customer journey and necessary nurturing sequences to achieve from 0% to 20% retention rate
- o Established customer service standard operating procedure from ground up

# EPPIE YUE HENG CHAN

## STRATEGIC BUSINESS DIRECTOR

### COMMUNITY SERVICE

- 2022 Senior Members Club Chair Lady
- 2020-2022 HJC Corporate Communications Advisor
- 2019 HJC Panel of Advisor
- 2017 JCIHK Marketing & Media Commissioner
- 2016 HJC Executive Vice President

### AWARDS

VOTED ALL-STAR  
EMPLOYEE

*Jan, Feb, Mar, Apr, May 2022*

BEST LEADERSHIP

EXECUTIVE MEMBER

*HJC 2016*

BLUE STAR AWARD

*Alcoa 2015*

UK BEST BUY BABY

PRODUCT

*Consumer Magazine 2004-*

*2007*

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### PROFESSIONAL EXPERIENCE

#### BRAND AND PROJECT MANAGER

*LaserPerformance LLC | 2016 – 2020*

Management of 20+ global key account portfolios, devising business strategy per the company's objectives then localise and deploy based on market insights. Monitor sales forecast, P&L, effectiveness, sustainability and implement improvement strategies as required.

- 125% on sales target closing 2019 at US\$1.8M
- 121% international revenue growth through rebuilding customer accounts relationship
- 45% regional customer accounts expansion through new leads generation and referrals
- Digitalised CRM from offline databases to 100% within Oracle from module design to user training
- 100% digitalisation of customer engagement programs through social media platform and redevelopment of websites
- Developed new product range of 9 items due to launch end of 2020

#### CUSTOMER SALES SERVICES TEAM LEADER

*Alcoa International (Asia) Limited | 2010 – 2016*

Sales operations support for sales managers in Pan Asia regions from order fulfilment through Oracle, account receivable to customer accounts servicing.

- Improved customer satisfactory levels by 60% by achieving 95% on-time delivery
- Reduced operation cost by 20% by leading the set up and launch from offline order management to EBS Oracle within 6 months
- Named "Caring Company" for 5 consecutive years by implementing corporate social responsibility programs for all employees in Asia
- Awarded a US\$7.5M renewal contract securing revenue for 3 years by attentive customer key account servicing

#### MARKETING MANAGER, REGIONAL PROJECT CONSULTANT

*2003 - 2009*

Upheld various positions with business development, marketing and customer accounts positions

- Achieved 100% returned business from all key accounts
- Generation of sales revenue of US\$ 230k per annum
- Slashed operational costs by 30% through streamlining product design and negotiation with existing vendors together with development of new vendors

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- Reduced product return rate from 14% to 3.2% through product improvement programs
- Developed a product that was awarded “Best Buy Product” for 3 consecutive year in the UK
- Set up China based teams from recruitment, training to system and policy implementation

## EDUCATION

University of Manchester Metropolitan  
BSc (Hons) Food Technology Management

## CERTIFICATES

HBS | Harvard Business School  
Certificate in Disruptive Strategy

Udemy Academy  
Certificate in Social Media Marketing

IE Business School  
Certificate in Brand and Product Management