

Mi Jing (Female)

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Objective

A leadership role in Marketing / Sales / Finance / Customer Service.

Education

Vlerick Leuven Gent Management School, MBA, MBA/EMBA
08/2008-07/2009

Jiangsu University, BA, Accounting Management 09/1995-07/1999

Skills Summary

18 years of progressive management experience in multinational commercial and manufacturing entities covering Great China area.

Finance & Marketing Management, Customer Service, cross-functional/global collaboration.

CPA, ERP Consultancy, Business Intelligence, Data mining, English fluent.

Power BI, SQL, Qlikview, Tableau, Oracle, MFG/pro, SAP.

Experience

Services Controller Great China, Wärtsilä, Shanghai / Hongkong

09/2016-06/2018

Brief introduction: Wärtsilä is a global leader in smart technologies and complete lifecycle solutions for marine and energy markets.

Responsibilities & Achievements:

- Reporting to BU head, Greater China, led a 6-person Strategy Finance Team, conducted a 20-person Operation Team (Procurement & Order Management), remotely managed 16-staff FSSCs (Financial Shared Service Centers). Directed and trained 100+ multiple cross-functional teams including sales, Engineering field services, coordinators and supporting functions.

Responsible for

- Researched, analyzed the market, and reshaped marketing/sales strategy.
- Took charge of budget planning and annual result evaluation.
- Completed business modeling to shape sales strategy on 4 customer categories, 8 market segments, 20 vessels types and 6 product lines leading to sales action plan in CRM.
- Monitored business flow from opportunity, order intake, order book, sales to cash collection. Changed Technical Sales Team from on-call sales to active sales.
- Reshape pricing structure and coordinate under Group matrix structure.
- Combine services into sales to value-added solution, visit KAs and key players in value chains
- Provided Sales/Field Services/Project/Finance/Procurement Team trainings around Data. Analysis/Customer Service Procedure /Compliance/Risk management on CRM, SAP, Power BI, Cognos and Qlikview.
- Reformed Internal control procedures improving effectiveness and efficiency to meet company strategy needs.
- Conducted Hong Kong Finance Team to execute Cash Management via floating exchange rate for Cash Pool and support project quotation and long-term contracting.

Professional Experience (continued)

- Optimized purchaser management and set up KPIs for suppliers.
- Conducted Town Hall meeting together with BU head.
- Regular reporting finance performance and macro business risks to headquarter.

Achievements

- Well synergize Finance/Marketing/Order management for a 3-corporate diversified

entities and business environments while with inner business connections, Great China.

- Increase topline of sales by portfolio 5% in Merchant, 10% in Dredging, 30% of Ferry and Cruise and 20% in Special vessels.
- Design mid-to-long term solution-based contracts for power plant and vessel troop.
- Increase Engineering services team billable rate from 60% to 85% and increase Field Services margin by 20%.
- Decrease workshop cost 10% by negotiating pricing and fees, while ensuring the continuation and enhancements of services.
- Decrease sales expenses by 10% and increase NPS (customer satisfaction) by 8%.
- Decrease AR >120d by 30% and >360d by 70%; decrease outstanding of KAs from 9Meuro to 2Meuro;
- Conceal 3 fraud cases of Code of Conduct and rebuild the “high integrity” culture.
- Optimize Risk Radar communicating business risk factors to headquarters.

Partner, ShuoData, Shanghai

04/2014-09/2016

Brief introduction: A startup company specializing in providing SaaS solution (BI/Data Analysis).

Responsibilities & Achievements:

- Reporting to Board, led a 4-person team (Sales, HR, Finance, Legal).

Responsible for

- Preparation for business setup, including recruitment, public relation with government, training, personnel management, etc.
- Established corporate and public relations to increase consumer bases, and co-developed key accounts as well as conducted pre-sales product demonstrations and provide advices.

Achievements

- Secured 30 key accounts in B2B and B2C industries (including services to E-commerce, Mobile APP, WeChat community and O2O files) and generate revenue of 2M euro from zero with annual growth rate of 30%.
- Implemented sales strategy and translated expansion plan into P&L.

Professional Controller Great China, Electrolux, Shanghai

04/2012-04/2014

Brief introduction: A world's leading company focusing on household & commercial appliances.

Responsibilities & Achievements:

- Reporting to MD, Greater China and CFO in Europe, led a 9-staff team, responsible for FSSC Management, Finance Management and later expand responsibility to logistics and marketing analysis etc.
- Assisted MD to redefine and align price structure, reclaim policy and rebate conditions in three branches in Great China area.

Collaborated with managers to cultivate advanced after-sales services for higher customer

- retention and redesigned the after-sales resources allocation map.
- Implemented internal control system to formulate a closed-loop cooperation for sales, procurement, finance, warehouse.
- Designed end user tracking system to obtain market control around 200+ distributors.

Achievements

- Reclaimed an annual contract of 3M euro through expert negotiation with KA.
- Boosted account receivable by a 50% decrease, and cash-to-cash period by around 90 days.
- Optimized invoicing standard operation procedures and enhanced efficiency of FSSC 10%.
- Self-audited with frauds findings and rebuilt culture of high standard integrity.
- Remapped the after-market service resources to dynamic geographical expansion of end-users to save customer service cost by 10% and enhance response time by

- 50%.
- Enabled self-sustainable growth rate of 15% by improving operating margins by 8%, increased capital turnover by 12%, and optimized the financial structure.

CFO, Naisi Advanced Material, Jiangsu

07/2009-04/2012

Brief introduction: A high-tech start-up growing from zero to a manufacture of 100M euro revenue and 500+ employees in a year

Responsibilities & Achievements:

- Accomplished feasibility study and business plan, visited customers in Germany, North America in MBA study period and became No4. joiner in the initial management team.
- Negotiated with governments, build company management structure, hired subsidies and HR manager, as well as designed progressive corporate procedures.
- Provide industry trend analysis to Board and tracked investment milestones and ROI.
- Monitored overall finance management on matters of budget control, cost-benefit analysis, AR, AP, Treasury, tax, reporting and risk management.
- Examined business financial strengths and weaknesses to identify and prepare corrective actions to improve cash-flow and secure additional funding of 100M euro in funds from banks, leasing/insurance companies, and PE/VC.
- Due diligence of M&A and post M&A integration of 30M euro.

Finance Manager, Philips Displays, Jiangsu

04/2005-08/2008

Brief introduction: A manufacture of 600M euro revenue and 4000+ employees

Achievements

- Developed standard reports of budget, rolling forecast, FP&A and market analysis
- Win first class prize in 2006 for cost cutting project
- Win first class prize in 2007 for M&A and post M&A integration project

Oracle Project Manager, Prolease, Beijing

04/2002-04/2005

Chief Accountant, SINOPEC, Beijing

07/1999-04/2002