

THEIA (QIUYUE) ZHANG

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Strategy Design & Execution ♦ Sustainability ♦ Digital Transformation ♦ B2B ♦ Modeling ♦ Market Research ♦ Data Analysis

- 4-year experience of internal & external consulting in different industry; 3-year part-time project manager at NGO of marketing strategy; 1-year study of finance at UvA; half-year internship at Nielsen – Consumer Insights - eCommerce team;
- Love intellectual challenge, highly strategic and analytical thinking, always curious, problem solver, and quick learner

WORKING EXPERIENCE

Signify, Business Analyst Venture, Eindhoven, Netherlands 01/2022 – Present

- ❑ Go-to-market strategy: Analyze B2B & B2G customer segmentation, understand their demands, and transform relevant insights into leads together with the sales team
- ❑ Policy analysis: Assess Smart City, 5G, and connectivity policy changes in US, EU, and UK governments, contributing to go-to-market
- ❑ Business case: Build business case of product investment in different scenarios, analyzing payback, ROI, and NPV
- ❑ Business model: Analyze detailed business model of telecommunication industry, including value chain, cost structure, and major players
- ❑ Competitor analysis: Analyze mmWave technology competitors and contribute insights and action plans for sales and accelerator program
- ❑ RFPs: Establish RFP communication channel and update selected RFPs with sales team, engineers, and commercial lead

Ernst & Young Advisory, Senior Consultant of Financial Services Organization Team, Shanghai, China 10/2016 – 05/2020

- ❑ Business model transformation strategy: Participated in a business model transformation strategy project for a property insurance company, responsible for trend analysis, customer-faced marketing strategy design, KPI definition, and organization design
- ❑ Finance transformation strategy: Designed finance transformation strategy of the largest financial group in China, including three pillars – process optimization, system integration and data management; researched and designed long-term monitor mechanism
- ❑ Fintech strategy design: Applied latest technologies into the strategy development of finance companies, including AI, big data, robotic automation, cloud, and new CRM systems; conducted research and interviews to find the best road map for clients
- ❑ Strategy implementation: Managed finance transformation implementation plan in 10 subsidiaries, including asset management, trust, insurance and finance service center; tracked the implementation progress in each subsidiary, and provided ad hoc training and solutions
- ❑ Project management: Involved in two large PMO projects as core member, responsible from initiating plans, coordinating, monitoring, and result reviewing, utilizing agile management method; communicated with executives, cross-functional parties and vendors
- ❑ Process optimization: Explored automation, digitalization and intelligentization of banking and financial service center processes
- ✓ Highest ranking among peers (2019), awarded EY ExCEED (2020)

A Better Community (NGO), Project Manager (volunteer), Shanghai, China 09/2017 – 08/2020

- ❑ Marketing strategy: Suggested on a water resources protection NGO on brand positioning, marketing strategy and one-year campaigns design, based customer segment analysis, user experience research, brand story design, workshop co-innovation and benchmarks analysis
- ❑ Organization strategy: Designed organization positioning, development strategy and implementation routes with current situation analysis, competitor analysis, industry analysis and interviews
- ❑ Fundraising strategy: Designed strategy on building a sustainable fundraising mechanism for a student mental development NGO through industry analysis and touch point analysis; suggested on fundraising products, operation optimization, and ESG cooperation
- ❑ Relationship management: Cooperated and managed expectations from different stakeholders of the NGO, including impact-investing financial institutions, resource-investing, technology-investing, etc.; built good relationship with them
- ✓ Managed strategy projects as the youngest project manager, providing consulting service with 10+ team members to start-up NGOs

EDUCATION EXPERIENCE

Executive Master of International Finance, University of Amsterdam, Amsterdam, Netherlands 09/2020 – 08/2021

- ❑ M&A Restructuring(A+), Financial Modeling (A+), Financial Analysis(A), Data Analysis (A), Fintech Ventures(A-), Scaling-up Business (B+)

Bachelor of Finance, Nanjing Audit University, Nanjing, China 09/2012 – 06/2016

- ❑ President of Model United Nations Association of 60+ members; Won Best Communication Award in China Model UN (8/300 nationwide)

SKILLS & INTERESTS

- ❑ Languages: Mandarin (Native), English (Fluent), Spanish (Conversational, B1), Japanese (Conversational, JLPT N2), Dutch (Basic, A2)
- ❑ Skills and certificates: SQL, Python (Data analysis), Consulting-standard PowerPoint and Excel, Tableau (Data visualization), PMP
- ❑ Hobbies: Painting, Fingerstyle Guitar, Photography, Non-fictional Writing, Design, Hiking, Coaching, Spirituality related reading