

Zhang Jing (Kathleen)

Shenzhen, China | +86 15907552195 | 2178186109@qq.com

PROFILE

- **18+ Years of Operations & Management Experience** in Fortune 500 MNCs, 2years in sales operations and 17years in supply chain & logistics management under the semiconductor (CPU/GPU/SSD/Nands/Server parts, etc.) & retail industries, well-known global environment by high-volume & complexity business settings.
- **Demonstrated Success in Driving Changes**, with a track record of spearheading digital transformation, strategic optimization & process/system improvement initiatives resulting in the efficiency, cost reduction and customer satisfaction with substantial financial impact. Collaborating/influencing strongly cross regions & multi-cultures.
- **End-to-end Value Chain Experience** spanning market analysis, sales, planning, logistics, inventory, customer service, and after-sales support. Skilled in coordinating upstream and downstream resources, influencing cross-functional and cross-regional stakeholders, and propelling the achievement of business objectives.
- **Nearly 10years of Leadership Experience**, including experience in team building from inception (both domestic & international teams). Strong expertise in team motivation, performance management & talent development. Demonstrated ability to influence other at all levels to successfully achieve organizational objectives.

HIGHLIGHTS

<ul style="list-style-type: none">• Project & Contract Management• Data Mining & Analysis (Power BI/Tableau/SQL)• System Implementation (SAP/WMS/TMS)• Cost Analysis and Revenue Management• Customer-Centric Approach• Continuous Improvement Mindset	<ul style="list-style-type: none">• Familiar with business models of SOP, KPI, DSTE, etc.• Commercial Acumen with detail & result orientation• Cross-functional Collaborative & Problem-Solving Skills• A Balance of Strategic Thinking & Execution Excellence• Communication & Presentation Skills (EN & CN)• Focused, effectively & responsible under high pressure
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EDUCATION

Training Program - SAP HANA4 Consultant KELOTE	01/2024-07/2024
Training Program - Data Analysis and Mining Engineer Tedu	10/2023-01/2024
MSc. in Logistics and Supply Chain Management University of Wollongong, Australia	Graduated on 12/2004
Bachelor of Business Administration University of Wollongong (Singapore Campus)	Graduated on 08/2002

PROFESSIONAL EXPERIENCE

Intel China Ltd Shenzhen Branch

Customer Business Manager --> Sales Operations Manager, Solidigm (formerly Intel SSD BU) 06/2021-06/2023

Dept: Global Commercial Operations HQ | Report To: Regional Operation Director | Subordinate: 5 FTEs

Role Overview: Acted as the bridge between Sales and Supply Chain, leading a team dedicated to serving Strategy Customers across APAC and China. Provided strategic and operational support for the entire SSD/NAND business lifecycle from RFQ, commercial operations, order processing, inventory & logistics coordination, AR, till post-sales.

Key Achievements:

- Played a vital role in **transformation initiatives**, including reshaping strategies, establishing teams, optimizing processes & upgrading systems to drive operational excellence & enhanced customer satisfaction (200+ active clients). Contributed 30% of shipments averagely & 20% of gross margin annually to the global business.
- **Transitioned seamlessly** from a CBM to SOM role in Jan 2022 following SK Hynix's acquisition of Intel SSD BU and the formation of Solidigm (SSD Data Storage Solutions). Led the team in navigating the transition processes, facilitating the smooth integration and upgrade of operations.

Value Creation:

- **Demand Forecasting:** Worked with sales/clients to provide historical data, analyzed market dynamics & production capacity to have demand forecasts with adjustments per upside/pull-in/push-back requests.
- **Supply Management:** Collaborated with Fab plants and SC centers/HQs to implement current 13weeks' supply allocation and inventory plan, and to develop the next quarter's supply plan per confirmed demand forecast.

- **Order Management:** Oversaw the smooth processing of customer orders, ensuring alignment with confirmed product types, price metrics (e.g. RunRate, TenderDeal, FER, BER) & customer schedules. Managed contract completion, document preparation and order system processing with efficiency and accuracy at every stage.
- **Inventory & Logistics Oversight:** Worked with warehouse & logistics teams to oversee inventory management, coordinate shipments, ensure timely delivery, thereby facilitating seamless flow of customer orders.
- **AR/Post-sales:** Partnered closely with Pricing, Finance, FAE and RMA teams to manage rebate process, VAT refunds, and address after-sales issues such as replenishment, exchange, and returns.
- **Business Strategic Involvement:** Played a crucial role in the Developing Strategic to Execution (DSTE) process, translating strategic objectives into actionable plans. Optimized resource allocation and utilization, tracked and analyzed key metrics, and drove the successful execution of business plans and strategic initiatives.
- **Operational Strategy Development:** Formulated operational strategies aimed at enhancing effectiveness across various facets (ordering, payment, delivery). Strategically balanced client demands with overarching business objectives, aiding business in shaping strategies for capitalizing on opportunities.
- **Partnership and Service:** Established the customer service system catering to OEMs, ODMs, channel customers, offering supply chain training and tailored SOP solutions. Represented sales and clients at pivotal supplier KPI evaluation meetings, offering insights & recommendations on customers' supply chain operations.
- **Digital Transformation:** Leveraged tools (SAP, PowerBI, Tableau, SQL) for data mining and analysis. Utilized data insights to optimize client solutions, design customized operational models, and formulate sales strategies.
- **Team Management:** Established overseas team, trained, directed & developed them by determining priorities, devising plans, managing performance, developing staff capabilities to ensure goal attainment; represented the team in cross-functional collaboration, fostering positive relationships and orchestrating cooperation.
- **Project Management:** Spearheaded a creative model tailored for a KA (Asus) on demand forecasting, supply allocation plan & order fulfillment, which can be proliferated to other KA customers per business needs,
 - ❖ Collaborated with cross-regional and cross-functional teams to define model parameters based on client requirements on demand forecast, supply plan/allocation ratios, inventory levels, order quantities/cycles.
 - ❖ Implemented the model effectively with improvement on accuracy of supply planning & order placing, achieving a 15% reduction in overall operational costs for the company, ultimately facilitating the generation of \$3 million USD in revenue from this KA customer (Asus) during the latter half of 2022.

Customer Logistics Manager --> Supply Chain Solution Expert

09/2007-05/2021

Dept: Global Supply Chain & Logistics HQ | Report to: Logistics Director, China & APAC | Subordinate: 8 FTEs

Role Overview: Headed the CLS team to deliver supply chain strategic support to the SMG BU and clients across the Asia-Pacific and China regions. Offered solutions and value-added services, addressing demand/supply, inventory, logistics & customs clearance challenges, pertaining to core business of CPU/GPU/SSD/Nands/Server parts, etc.

Key Achievements: Oversaw a diverse portfolio comprising 1000+ active clients spanning computer MNCs, semiconductor chip/memory/server component OEMs, data centers of internet firms, and channel partners. Consistently contributed an average of 40% to shipments and 60% to revenue annually.

Value Creation:

- **Supply Planning:** Collaborated with Fab and SC center/HQ to develop & implement current quarter (13weeks') supply allocation and inventory management per demand forecasts. Formulated supply plans for next quarter.
- **Inventory & Logistics Management:** Coordinated with warehouse/logistics/RMA teams, to drive management models on inventory via WMS (incl: consignment/VMI hub) & transportation via TMS; and provide support on value-added service (cargo package/customs in Bonded & FT Zoom) & post-sales process (RMA & VAT refunds).
- **Strategic Involvement:** Led the team in driving transformations from 3PL to 4PL, as well as the establishment of NPI business segment. Fostered relationships with key business stakeholders and partners to integrate resources in alignment with business strategies.
- **Digital Transformation:** familiar with tools (PowerBI/Tableau/OfficeApps) and SC/logistics systems (ERP-

SAP/WMS/TMS/ILM/LCSR/CMDB) to spearhead digital transformations & data-driven for decision-making.

- **Team Management:** Set up team from inception. Managed daily team operations, standardized business processes, and implemented performance management mechanisms to ensure optimal team performance.
- **Project Management:** As member (Asia lead) of a global project team (CLF) played a vital role in building up project team (RnR/SLA/KPI), driving supply chain/logistics solutions for strategic customers & internal business, and keeping business running smoothly in special/crisis periods (e.g. Covid 19/Weather/Accidences); made cost-to-serve of achievements in multiple sub projects, e.g. 9% cost reduction in supply chain/logistics and revenue maximization to hit profit of \$50 million USD for the Asia/China business in 2020, some are listed,
 - ❖ Provided crucial supply support and expedited deliveries in quarter end for MNC (DELL)'s mix business;
 - ❖ Established the Chongqing Consignment Hub for OEM client/HP, ensuring precise demand and order planning, maintaining stable inventory levels while enabling rapid distribution and delivery.
 - ❖ Offered value-added services such as packaging, labeling, and cross-border shipping from Shanghai to Hong Kong for multiple channel partners (SYNNEX, Digital China, Ex-Channel & WPI).
 - ❖ Developed a Customer Managed Indicator (CMI) system to data center client/Alibaba by facilitating real-time monitoring shipment status for CPU/SSD product.
 - ❖ Customized transportation routes (including air and truck) and streamlined transit processes for semi & finished product shipment within Bonded Zones for an ICT client/ZTE's 5G project.
 - ❖ Represented the Asia-Pacific/China region in the global Control Tower project, establishing a logistics data center for all types of products to real-time monitor inventory in/out & shipment status checks. Enabled data-driven for decision-making, and provided customers access to the system for tracking.

Wal-Mart Global Procurement Co., Ltd

Logistics Analyst

04/2006-08/2007

Dept: Logistics | Report to: GM of Logistics

Role Overview: Served as the liaison between the US HQ and regional logistics teams to coordinate operational activities encompassing warehousing, transportation, planning and order fulfillment. Collected, analyzed, and interpreted logistics and supply chain data to drive optimization and improvement initiatives.

Key Achievements:

- **Mechanism Establishment:** played a pivotal role in establishing robust systems and processes, including manuals for 13 GP Centers and container guidelines for Global Transportation offices and carriers. Developed SOP for logistics carriers, overseeing their performance and aiding in efficiency enhancement.
- **Data Analysis:** Built a logistics KPI framework to monitor logistics operational performance, providing data analysis and insights to facilitate the effective execution of strategic decisions.
- **Logistics Optimization:** Strategy formulating & optimization, issues addressing on freight, warehouse, & import/export/customs; and logistics carriers KPI evaluation & collaboration to enhance operational efficiency.

DTW Logistics (logistics service provider in FedEx China)

Logistics Project Supervisor

02/2005-03/2006

Dept: Logistics Sales & Project (South China) Team | Report to: Logistics Project Manager

Role Overview: Collaborated closely with HQ, regional sales team, and project team to support the design and implementation of customer logistics solutions. Managed global suppliers, developed logistics plans, prepared bid proposals, participated in bidding and negotiation activities and develop cost structures and pricing strategies.

Key Achievements: Successfully participated in the end-to-end process of multiple major client projects, such as Asus (Bonded Zone-VMI) and Olympus (Bonded Zone-RDC), from initial acquisition to final delivery.

ADDITIONAL INFORMATION

- **Language:** English (IETLS 6.5), Cantonese (fluent), Mandarin (native speaker).
- **IT:** Proficiency in MS Office (Excel, PPT, Word), SAP/ERP, PowerBI, Tableau, WMS, TMS, DocuSign, ADP, etc.
- **Award:** "Wal-Mart Star 2007", "Employee of Intel China 2014", "15+Years Anniversary of Solidigm/Intel 2022".