

YINGZHI HE

Profile

A skilled professional holds ESC Master Diploma with over 12 years experience within the Payment, Automobile, Logistic and Insurance Industries. Proven achievements were in the business approaching platform establishment, project management, business analysis, contract negotiation and training.

Area of Expertise

- Project Management
- Business Analysis
- Customer Management
- Training
- Research & Study
- Communication and Negotiation

Experience

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| Jun. 2012 – Dec.2013 | MasterCard Europe Sprl | Leader of Product Management & Development, HGEM Region*
Debit Europe Dept. - Global Products & Solutions Division |
| | | <ul style="list-style-type: none">✓ Supporting the global strategic business development plans with focus on the European debit opportunity.✓ Developing Europe debit performance metrics and product launch quality assurance program to ensure implementation excellence at the development and launch phases for the numerous new products being brought to market.✓ Monitoring the operational and financial performance of debit products/platforms against targets.✓ Developing financial business cases, profitability models and other quantitative analysis in support of product development.✓ Providing the assistance to evaluate and develop new Pricing and Interchange proposal.✓ Researching new technologies and competitive products in the markets to enhance the product added-value.✓ Managing performance tracking and data analysis for Executive presentation, Investor Relations briefings and Press releases. |
| Jan.2011 – Apr.2011
(4-month Assignment) | MasterCard Europe Sprl | Cross Functional Assignment, HGEM Region
Debit Europe Dept. - Global Products & Solutions Division |
| | | <ul style="list-style-type: none">✓ Ensuring the debit projects' continuity and quality service through monitoring assistance and action requests from HGEM.✓ Participating in V-Pay Test project in 5 SEPA countries involving top merchant selection, analysis and contract negotiation.✓ Continue driving the implementation of Russia Debit Strategy (Social & Salary Card).✓ Supporting Europe E-com EMV Chip mandate and compliance program for HGEM.✓ Supporting monthly project budget tracking and re-forecasting✓ Supporting new product type approval for Russia Social Card & Salary Card project✓ Supporting Maestro card design manual revision project |
| | | <u>Company Award**</u> <ul style="list-style-type: none">✓ H.E.A.R.T. Award for Social & Salary card pilot project in Russia, nominated by MasterCard Russia.✓ H.E.A.R.T. Award for E-Com EMV Chip mandate & compliance for HGEM, nominated by Debit Europe Team. |
| Jun.2008 – May 2012 | MasterCard Europe Sprl | Program Manager, HGEM Region,
Franchise Development Dept. – Global Law & Franchise & Integrity Division |
| | | <ul style="list-style-type: none">✓ Being the main entry point from a card design and licensing stand point for High Growth Emerging Markets in Eastern Europe.✓ Participating in Russia Social & Salary card pilot project management from card design perspective.✓ Leading department annual revenue forecast and monthly billing management.✓ Leading Russian Europay Members Association Restructure project from Licensing stand point of view✓ Providing face-to-face and webinar training to CIS and Wipro India on how to use MPI and read extracted info.✓ Providing Licensing & Card Design knowledge training to regional offices and new colleagues and being a mentor of new comers on how to effectively work with external and internal customers from HGEM. |
| | | <u>Company Award**</u> <ul style="list-style-type: none">✓ H.E.A.R.T. Award for Restructure Russian Europay Members Association , nominated by MasterCard Russia |

- ✓ H.E.A.R.T. Award for personal dedication and commitment in REMA Migration Project, nominated by Franchise Development Europe

Sep.2005 – Aug.2007 Bridgestone Europe Sprl Senior analyst for Pan European Development & Key-Accounts, Sales & Marketing Dept.

- ✓ Providing strategic pricing entries to Pan-European accounts for car dealer business.
- ✓ Consolidating the sales report and providing trend analysis on product category level.
- ✓ Conducting Market study and research.
- ✓ Managing Customer relationship through onsite visiting and telephone.

Oct.2004 – Aug.2005 Hanssens Alusteel Sprl Specialist & Prospector for Chinese & European Market

- ✓ Managing logistic chain covering customer order, delivery and payment.
- ✓ Coordinating Supply chain between suppliers and purchasers.
- ✓ Exploring new Chinese aluminum supplier and managing relationship through in-depth analysis and research.
- ✓ Negotiating the contract with Chinese supplier and being the interpreter of the Managing director.
- ✓ Documents translation from English to Chinese for the communication with Chinese suppliers.

**Jun.2000 – Jan.2002
(Night / Part Time) Shanghai International Distance School Teacher**

- ✓ Course: Management of Office Administration

Jul.1998 – Jul.2002 Pin-An Insurance Ltd. (China) Project Manager, Sales & Marketing Dept. - Group Life Division

- ✓ Leading the 'Cross Sales' project design through providing optimized individual insurance package to corporate customer.
- ✓ Negotiating contracts with corporate customers for 'Cross Sales' projects.
- ✓ Providing agents training on group insurance product knowledge, policy and customized package.
- ✓ Managing corporate customer relation and supervising the after-sales service quality.
- ✓ Organizing conference for launching new group insurance product
- ✓ Organizing regular Q & A meeting for corporate customers along with other business units.
- ✓ Insurance related article translation from English to Chinese for internal training material.

Education & Language Level

Sep.2002 - Jul.2004 Master in International Business, Ecole Supérieure de Commerce (ESC), France

Dec.1998 - Oct.1999 Advanced Diploma in Business Management, MKT Inter'l Business College (Night School), China

Sep.1994 - Jun.1998 Bachelor in Economics, Beijing Technology and Business University (former name: Beijing Institute of Business), China

	Listening	Speaking	Writing
Chinese Mandarin	Native	Native	Native
English	Fluent	Fluent	Fluent
French	Fluent	Fluent	Fluent

* HGEM – High Growth Emerging Market, referring to all the Eastern European Markets including CIS Countries (e.g.Russia, Ukraine).

** H.E.A.R.T Award – Highlighting Excellence And Recognizing Teamwork