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**CURRENT EMPLOYMENT:** Research Assistant

**DATE OF BIRTH:** 19/03/1994

**NATIONALITY:** Singaporean

**LANGUAGES:** English; Mandarin Chinese

**THEMATIC EXPERTISE:** Technology and innovation, strategic due diligence, go-to-market strategy, profitability turnaround

**GEOGRAPHICAL EXPERTISE:** United Kingdom, Singapore, Malaysia, Thailand, Indonesia, China

**SKILLS:** Strategic analysis, data analytics and visualisation, industry and competitor research

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## OVERVIEW

IDS (University of Sussex) Postgraduate student in the MA Globalisation, Business and Development program, with consulting and think tank experience in strategic due diligence, profitability turnaround, and sustainability; and skills in strategic analysis, research and data visualisation.

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## EDUCATION AND QUALIFICATIONS

**2020 - 2021** **Master of Arts in Globalisation, Business and Development**  
IDS (University of Sussex), UK  
Autumn Term: Distinctions in Economic Perspectives of Development (EPD) and Globalisation, Business, and Policy (GBP) modules

**2015 - 2019** **Bachelor of Business Administration with Honours (Highest Distinction)**  
National University of Singapore, Singapore  
First Class Honours – GPA: 4.73/5.0 (Top 3% of cohort)  
Dual Specialisations in Accountancy and Finance  
Dean's List Awardee (Top 5% of cohort) for: 16/17 Sem 1 & 2, 18/19 Sem 2

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## RECORD OF EMPLOYMENT

**2020 – 2021** **Research Assistant, Centre for Rising Powers and Global Development, UK**  
Analysed sustainability challenges from digital economy and financial inclusion technologies in Africa and developed key policy recommendations in "Urbanisation in China and Africa" project, through interviews with country experts and rigorous literature review for in-depth insights for ensuring sustainable development

**2019 – 2020** **Associate Consultant, EY-Parthenon, Singapore**  
Developed strategic opportunities for clients by providing in-depth market, competitor and customer insights, as well as synthesising qualitative and quantitative data to inform value-adding recommendations, through leveraging on extensive cross-functional team collaboration and a rigorous hypothesis-driven approach to ideating and problem solving

Executed Profitability Turnaround of unprofitable Thai Renewables (Waste-to-Energy) company, undertaking financial analysis of the Group, right-sizing operational resource capacities, and conducted robust financial modelling and firm valuation (DCF and relative) of entire Group, resulting in restored value of c.US\$20m

Provided high-level strategic advice and conducted sell-side strategic due diligence for Asian MedTech / Machine Learning firm, through identifying strategic product development opportunities and developing a 5-year roadmap for scaling product capabilities and go-to-market strategy, leading to potential funding of c.US\$7.5-10m

Executed Profitability Turnaround and Finance Transformation of a loss-making Malaysian surgical glove manufacturer, through stakeholder coordination and building an integrated sales-to-procurement model and financial dashboard, incorporating sales, product costing, and manufacturing modules for on-demand analytics and visibility, adding revenue of c.US\$25m and returning the company to profitability

Conducted buy-side commercial due diligence on a leading Malaysian milk producer and processor, through analysis of Malaysian Milk market across product categories and major consumer trends, as well as conducting rigorous testing of regression models for estimating income effects on milk consumption, validating investment thesis for projected investment of c.US\$15m

Conducted strategic analysis and sell-side strategic due diligence for an established Indonesian distributor of large medical equipment, leading to projected revenue increase of c.50% by 2025 through assessing markets across all major modalities, as well as evaluating and quantifying value of growth initiatives

## **2018 – 2018**

### **Group Strategy and M&A Intern, FWD Group, Singapore**

Supported conceptualisation of the future state of the insurance sector and Group Digital Strategy for next 5 years, through collaboration with Hong Kong office and conducting workshops with Business Transformation and Analytics Group Heads, as well as researching on use-cases for emerging technologies across business processes in value chain, and competitor analysis of FinTech integration and innovation initiatives

Assisted in oversight of business strategy planning process through reviewing country-level business plans to ensure alignment with group strategy, as well as analysing variances between forecast and actuals for operational planning improvements, leading to reduction of c.10% variance between forecast and actuals

Identified large-scale strategic shifts and profitability drivers across 6 major Asian markets, through analysing competitor product portfolio changes and benchmarking overall Group financial performance, informing future strategic plans of Group Strategy team

Conducted political and economic environmental scan of emerging countries in SEA, through evaluating impact of economic liberalisation trends and policy changes on market entry options and growth, validating C-level Group executives' view of market entry strategy of local partnerships in 5 years

## **2017 – 2018**

### **Corporate Tax Consulting (M&A) Intern, KPMG, Singapore**

Conducted research into emerging trends, drivers, and mechanics of tax anti-avoidance policies in Asia, with specific focus on 6 key markets - Singapore, Malaysia, Indonesia, Thailand, Australia, and Japan, synthesised into department-wide research document to inform future tax consulting projects

Led analysis of tax regulations and formulated recommendations for international expansion of an Asian company into 3 SEA countries, through in-depth examination of regulations and economic policies (e.g. tax incentives), with potential annual realisation of c.US\$2m in tax minimisation

Evaluated a listed Asian conglomerate's legal consolidation plan for legal consolidation opportunities and potential liabilities, through review of its multinational corporate structure across 8 countries, through extensive review of M&A laws, policies, and regulations for each country