



Jiahao Yee

Master of IT in Business (Analytics) – awarded 2020

Bachelor of Science (Economics) – awarded 2013

Bachelor of Business Management (Finance Major) – awarded 2013

Singapore Management University

T: +65 9615 0352 E: jiahao.yee.2018@mitb.smu.edu.sg

PROFILE

Commercially-minded executive with 10+ years experience across data analytics, strategy and supply chain and logistics. Skilled in using data-driven insights to drive commercial, process and operational improvements through applying business frameworks, root-cause analysis and analytics modelling. Possess excellent stakeholder engagement skills to structure workstreams out of ambiguity to co-create action plans to drive business improvements.

PROFESSIONAL EXPERIENCE

A.P. Moller - Maersk

Role: Regional Customer Program Manager

Apr 2025 – Present

- Managed a global FMCG customer's supply-chain across 8 Asia-Pacific markets, with an outreach of over 100+ indirect reports across frontline CX teams and the Manila Shared Service Centre.
- Drive regional projects, initiatives and standardisation to elevate customer's experience and loyalty to Maersk's suite of products. Main regional escalation point with direct counterpart to the Director of Logistics (customer's team).
- Initiate, develop and drive value creation projects amounting to over USD\$1M++ across the region, in areas like inventory optimisation, detention and demurrage (D&D) reduction and transportation optimisation.

Role: Area Customer Journey Partner

Apr 2023 – Mar 2025

- Oversee the Voice of Customer (VOC) program that seeks to elevate the Area Net Promoter Score (NPS) across four countries of Singapore, Malaysia, Philippines and Indonesia. Drives improvement plans for low performance with a continuous improvement mindset and methodologies.
- Regular interface with key senior stakeholders across the area: Area MD, Area Head of CX, Country Managers etc to drive stakeholder engagement, improvement plans and visibility reporting. Managed area-wide cadence to drive improvement plans.
- Plan, develop and run analytics programs and tools to enable better data visibility and reporting of NPS and related measurements (CSAT, customer churn, business retention). Independently drive efforts to scale these tools across the four countries in the area.

Role: Data Scientist

Oct 2021 – Mar 2023

- Data-driven **transformation of the Voice of Customer ("VOC") program** that enabled the delivery of impactful customer insights to drive commercial and operational improvement. Success of the program enabled improvement in Net Promoter Score (NPS) from +33 in 22'Q1 to +39 in 22'Q3, highest ever in TMS Area. Resulted in scalable interest across APA countries including APATCO, APAMKT, VCM, IDP and OCE.
- Sparring partner to APATCO and country focals in **driving operational improvements from actionable insights**. Key impact are driving biggest customer pain points in the billing and invoicing process (DERT dispute) and organising workshop for APA Customer Outcome Crew (APACOC) to strategize NPS roadmap for 2023.
- Other Key Client Projects** – driving data-driven solutions for Dyson, SC Johnson and MS International. **Improved visibility of key metrics** relating to shipping operations timeliness and logistics finance spend, allowing more constructive discussions with customers during MBRs/QBRs.

Role: Data Scientist

Key Achievements

- Developed **customer-centric analytics solutions** across key BUs (Express, Supply Chain, Global Forwarding) through in-house consulting approach. Owned **end-to-end project** from project kick-off, solution development, presentation of results to scalable deployment of prototype.
 - Developed a forecasting tool for a global FMCG company to improve forecasting of overtime resources in Australian warehouse. Tool achieved accuracy of at least 80%.
 - Leveraged rapid data mining and statistical visualization techniques to identify root-causes in sub-optimal inventory ordering patterns for a regional pharmaceutical company.
 - Developed static simulation model to determine cost-savings for an IT equipment company if replenishment cycle from country to satellite hub increases beyond weekly frequency.
 - Applied statistical algorithms to conduct customer segmentation to identify up-sell and cross-sell opportunities for DHL Express Singapore.
- Key member of product development team with mandate to scale supply chain analytics tool across DHL's base of global customers. The tool aims to improve supply chain planning and reduce sub-optimal ordering plans in the inventory, resulting in improved turnaround times and optimised working capital. Accomplished various tasks including product market-fit, developing scalable analytics scripts and building productized data pipelines with data engineers.
- Assisted Director of Analytics in building pipeline of data projects, including conducting business development talks and workshops. Successfully established a new outpost in Iskandar Johor to collaborate with Malaysian corporates, state-owned businesses and universities to increase share of Malaysian projects.

Singapore Economic Development Board (SEDB)

Aug 2013 – Dec 2018

Various roles in strategy development, economic planning and account management

The EDB is Singapore's top-tier economic agency tasked with economic planning, industry and strategy development of Singapore's key industries in biomedical sciences, petrochemicals and fast-moving consumer goods. For details refer to www.edb.gov.sg.

Key Achievements

- 2018 - EDB representative at the Temasek-McKinsey-EDB Inter-Agency Study on investment and economic potential of high-tech agriculture in Singapore. Analysed growth opportunities in high-tech agriculture, vertical farming and animal proteins to spearhead new industry development in Singapore. Study culminated in a new agro-park at the Sungei Kadut area.
- 2017 – EDB representative at the Singapore Summit Corporate Program organised by EDB, MAS, GIC and Temasek. Oversaw Summit content and logistics which brought together global C-suite in various discussions on business, finance and economics topics.
- 2016 – 2017: Account manager for top-tier metals and mining companies in Singapore. Worked closely with Logistics and Supply Chain desk to anchor new investment activities from the mining industry.
 - Worked closely with Finance and Technology Leaders in BHP Billiton, Rio Tinto and Orica to explore new analytics set-up in Singapore.
 - Established new graduate program with South32 (BHP-Billiton spin-off) to develop promising Singaporeans into leaders in the mining industry.
- 2013 – 2015: Member of ASEAN strategy desk tasked to strategize how Singapore can capitalize new opportunities in a growing ASEAN bloc to drive GDP growth.
 - Key member that built and conceptualised a new strategy to articulate value propositions for Singapore-based companies to access growth drivers in the ASEAN economy. Presented strategy to the EDB Board.
 - Owned policy work-stream to improve cargo connectivity in various transportation modes.
 - Participated in inter-agency work group to improve cargo connectivity with Iskandar Malaysia, allowing smoother flow of goods and people across the two regions to drive economic development.
 - Developed strategic partnerships like Ascendas-Singbridge, Sembcorp Industrial Parks to drive value propositions for foreign corporates to establish operations in Singapore, Malaysia and Indonesia.