

Contact

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Top Skills

Marketing

Segmentation

Business Strategy

Languages

Cantonese (Native or Bilingual)

English (Native or Bilingual)

Mandarin (Native or Bilingual)

Jerome Yuen

Strategist | Influencer | Maximiser

Singapore

Summary

"I can do things that others cannot and they can do things that I can't; together we can do great things" Mother Teresa... It is my time to give back to the community that I have drawn so much from in the past.

Prior to entering the social sector, I was a business builder in various Asia's emerging and developing markets specializing in a consultative sales environment. I was blessed with proven success under different cultural settings - grew market share, increased top line, and improved profitability. During these 25 years, I had the opportunity to hold key positions and led businesses in different industries growing portfolios of products/services as well as running operations under diverse market conditions with Abacus International, Rubbernet.com LLC, Breakaway Solutions Inc, GE Plastics, PSA Corporation, Hewlett Packard Asia, and Accenture.

Experience

Catholic Welfare Services

Director, Projects

March 2020 - Present (1 year 6 months)

Singapore

Leading the team efforts in relocation and redevelopment of Saint Theresa's Home & other projects

HCA Hospice Care Singapore

Deputy Director

July 2018 - October 2019 (1 year 4 months)

Singapore

Led external-facing functional areas with a team for Community Engagement, Public Relations & Communications, Fund Raising, Volunteer Management, Programming, Enterprise Risk Management, and major project conceptualization/ implementation.

Raised over SGD3Million together with the team through various charity events (including a Gala Dinner, 2 Charity Golf events, a Charity Cycling event "The Dandelion Ride", implementation of an electronic plus physical donor wall, etc.)

Enhanced Volunteer Management System together with the team (including IT) to better serve the volunteers and also developed a mobile app for launch in 2020.

Developed and implemented a stakeholder-focused communication strategy with the team to cover traditional as well as new media for boosting brand awareness as well as delivering the latest information effectively to interested parties. These covered newspaper prints, radio and television exposures, industry awards, HCA's major events (such as Boon Keng Grand Opening with 30th Anniversary Commemorative Book Launch and the Heritage Wall). As part of the 30th Anniversary and its slogan "Creating More Good Days With You", a successful photo documentary was developed to showcase the real meaning of a patient's good day and this was made available during HCA events as well as the National Library.

Led the completion of key activities for the upcoming new day hospice @Outram Community Hospital with the team. These included securing transfer of funds from the foundation, selecting & contracting key parties (such as architect, M&E, quantity surveyor, and service delivery design specialists), completing the first drafts of the physical design and the service design through workshops to bring together critical foundation ideas as building blocks during the actual build-up.

Club Rainbow (Singapore)

Executive Director

June 2014 - May 2018 (4 years)

Singapore

Led and ran 43-man operations for the charity to support over 1000 children with chronic illness and their family through the provision of compassionate relevant services (Financial and Ration Aid, Education Awards & Bursaries, Transportation, Core & Complementary Therapy Services, Social & Interest-based programs) focusing on inspiring hope and making a difference so as to enrich their challenging lives.

With vision & mission reaffirmed for 2015, my senior management team and I led the charity through a multi-year transformation program starting

with a full review of data, processes, systems, people, external linkages, available resources, etc. By 2017, all key data sets and work processes were integrated on an unified online platform and we had achieved our first "no audit points" external audit in the history of the charity. Through these 3 years of transformation, the charity's IPC status renewal went from many years of annual renewal to a three-year renewal (a mark of trust from the Charity Council). In 2018, the charity received its highest honors for charities in Singapore when it won the Charity Governance Award 2018 (Medium Category) and the Charity Transparency Award 2018.

Abacus International

Director

April 2004 - March 2014 (10 years)

Singapore

In Abacus International, I ran a multi-country team and worked with C-levels, stakeholders/strategic partners in the aviation/travel communities in Asia to develop win-win business relationships anchoring on complex commercial arrangements and advanced technology solutions.

As a testimony to the good work of my team and I, my travel agency portfolio (North Asia, South Asia, and Central Asia) had a growth of 14% to 23% in annual business volume and gain of 2 to 5% of market share from 2011 to 2014. Prior to this, I worked on airline portfolios for over 5 years covering the Americas, Europe, Middle East, Central Asia, South Asia, Indonesia and Indo-China achieving growth of 1 to 8% annual business volume with 1 to 4% positive market share impact.

RubberNetwork.com LLC

General Manager

January 2002 - January 2004 (2 years 1 month)

Singapore

I led the APAC team providing professional procurement solutions/services and drove the key change management efforts in procurement practices with the global 9 largest tire manufacturing companies in numerous locations across the Asia Pacific countries (excluding Japan).

These efforts delivered savings from procurement services in hundreds of millions of USD savings on an annual basis.

GE Plastics, Hewlett Packard Asia, PSA Corporation, Accenture,
Breakaway Solutions

Industry Leader/Black Belt/Consulting Director

July 1988 - December 2001 (13 years 6 months)

Worked with Global No.1 companies in senior roles driving growth in existing and new business in Asia Pacific by pushing up revenue, increase yield and improving market share.

Provided best-of-breed consulting advisory/delivery services and solutions through world-class consulting firms to leading regional and global companies in Asia Pacific.

Education

National Council of Social Service

SSI-ToteBoard Lead Organisations, Social Sector Leadership · (2016 - 2016)

National University of Singapore

MSc, Management of Technology · (1995 - 1996)

National University of Singapore

BBA, Finance & Marketing · (1985 - 1988)