



## Darren Chia

Committed to serving stakeholders and customers through leading cross-functional teams to achieve commercial operations excellence. Successfully launched and scaled projects across APAC, the Middle East, Africa, and Latin America, cumulatively saving **20,000** person-hours monthly. Passionate change leader through smartly leveraging digital products, relentless process improvement, good stakeholder engagement, and excellent project management. Driven to lead a business unit by building great teams and mastering end-to-end business processes and customer journeys. Avid ultimate frisbee player and bouldering enthusiast.

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### Experience

Nov 2021 - **Senior Salesforce Business Analyst, APAC**

Present *foodpanda*

1. Manage a portfolio of projects to improve new business acquisition through good business stakeholder leadership, creative solution design, disciplined implementation, thorough user testing, and seamless go-to-market strategy. Successfully driven cost-effective growth across **11** markets in APAC. These initiatives have yielded significant efficiency gains, saving over **>10,000** person hours per month.

**Case:** Sales teams had low call rates. I implemented an omnichannel toolkit including email and webphone integrated with *Salesforce* Customer Relationship Management system through gaining business support and good project management, delivering the project on time and on budget, improving call activity by **44%** achieving adoption of **88%** over **6** months.

2. Achieve and exceed performance targets and SLAs through leading and implementing continuous improvement in the restaurant acquisition quality check process.

**Case:** Recognising that data accuracy and quality are crucial for fraud prevention and operational excellence, I led an initiative to streamline the cumbersome cross-functional checks involved in onboarding new restaurant partners. By meticulously mapping and gaining a deep understanding of the underlying processes, I achieved a remarkable **49%** reduction in checks required.

Aug 2019 - **Senior Salesforce Automation Specialist, Cluster South Asia**

Oct 2020 *LEO Pharma*

1. Oversaw Salesforce operations, spearheaded digital adoption initiatives, and collaborated with country heads to optimise sales targeting strategies. These efforts successfully boosted customer engagement and revenue growth across **4** South Asian markets comprising a team of over **50** sales agents. Process enhancements resulted in efficiency gains of over **8,000** person-hours per month while consistently exceeding sales targets.
2. Led numerous digital transformation, operations improvement, and commercial projects to deliver substantial business impact.

**Case:** When covid-19 hindered in-person customer engagement, I spearheaded a project enabling digital multi-channel selling through Salesforce. By securing stakeholder buy-in and developing a solid training plan, we achieved full implementation with **zero** operational disruption in just **two** months and a digital engagement rate **20%** above competition within **two** months post-launch.

Feb 2017 - **Senior Business Analyst, Commercial, APAC, Middle East, Africa & Latin America**

Aug 2019 *Mundipharma*

1. Delivered analytics and insights that supported commercial units, drove product strategy, and informed C-level decisions across **11** markets in APAC, the Middle East, Africa, and Latin America. This work impacted over **100** sales agents and **15** brands.
2. Led high-impact projects in automating operations, optimising customer relationship management, and enhancing analytics.

**Case:** When faced with **40%** year-over-year growth that outpaced existing processes, I successfully launched Salesforce across **11** markets. This implementation was achieved **50%** faster than anticipated through effective stakeholder management, prudent change governance, and strong project management, enabling targeted marketing efforts that increased digital adoption from **0%** to **60%**. Additionally, I streamlined reporting processes, resulting in a **70%** improvement in efficiency.

## Certifications



**Project Management Professional (PMP)®**  
*Project Management Institute*



**Google Analytics**  
*Google*



**Certified Salesforce Administrator (SCA)**  
*Salesforce*



**AWS Certified Cloud Practitioner**  
*Amazon Web Services Training and Certification*



**Statistics with Python**  
*University of Michigan | Coursera*



**Tableau Desktop II**  
*Tableau*



**Communicating with Executive Presence**  
*British Council*



**Web 3.0 in Financial Services**  
*Asian Institute of Digital Finance*

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## Education

- Apr 2021 - **Certificate in Digital Sales and Marketing**  
Oct 2021 *Boston Consulting Group RISE Digital Sales and Marketing Programme*
- Jun 2015 - **Diploma in Industrial Design (UI/UX, Visual Design Thinking)**  
Jun 2016 *FZD School of Design*
- Aug 2011 - **Bachelor of Science (BSc), Economics (Quantitative Economics), 2nd Major in Finance**  
Jan 2015 *Singapore Management University*

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## Project Awards

- Aug 2021 **BCG RISE Distinction Hackathon Project**  
*Boston Consulting Group RISE Digital Sales and Marketing Programme*  
Partnered *Olam International*, to improve *Adva*, a mobile app aimed at promoting sustainable lifestyles. Proposed new features to drive conversion and retention (<https://www.darrenchia.com/advafood>).
- Aug 2021 **BCG RISE Distinction Digital Capstone Project**  
*Boston Consulting Group RISE Digital Sales and Marketing Programme*  
Partnered *GoodFoodPeople*, *SaladStop!*'s vegan delivery brand to improve full funnel marketing strategy, acquisition, awareness, conversion and retention. (<https://www.darrenchia.com/goodfoodpeople>).

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## Contact

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