

Dellest Lian — IT Manager

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Based in Guangzhou, China | Status Employed, open to opportunities | Target Role IT Manager

Professional Summary

- **IT Planning & Digital Strategy:** As the primary owner of sales digitalization, defined and executed the SFA / TPM / PMM digital roadmap, led the 0-to-1 build of all three systems into an integrated data closed loop, and aligned IT planning with business strategy so digital investment keeps generating business value.
 - **Team & Multi-Track Program Management:** Coordinated sales, trade marketing, finance, IT, and vendor teams across multiple business units and parallel workstreams; applied the PMP framework to set a unified project cadence and clear accountability, leading cross-functional teams through organization-wide business change.
 - **System Architecture & Integration:** Led core architecture design for master data standardization, unified identity authentication, and budget control engines; integrated DMS / BI / OA / EBS / SRM / DW systems; built an omnichannel mobile architecture spanning App / Mini-Program / WeCom / H5 / PC, balancing stability and scalability.
 - **Business Collaboration & Granular Control:** Worked closely with frontline sales, trade marketing, and finance to translate business rules into system rules; delivered budget traffic-light alerts, YTD dynamic control, and AI + BI collaboration to quantify the sales process, shorten settlement cycles, and support ROI analysis.
 - **Technical Foundation & Delivery Assurance:** Started as a full-stack web developer with a strong grasp of technical feasibility and vendor management; led delivery of high-complexity projects — hardware-software integration (one-item-one-code), multi-vendor coordination, lossless core data migration, and solution integration — ensuring on-time, high-quality launches and business continuity.
 - **Hybrid Background & Continuous Improvement:** Journalism-trained, with outstanding communication and logical thinking — "the most business-savvy IT professional, and the most IT-savvy business partner"; shaped by diverse cultures at a US-listed education company, a Swiss multinational, and a HK-listed enterprise; uses the START framework for structured retrospectives to continuously improve IT governance and delivery.
 - **Membership Operations & Private-Domain Growth:** Led WeChat-ecosystem membership platforms (Hao Gongjiang craftsman platform, store private-traffic communities) with a full content, campaign, and incentive toolkit — 3M+ members in three years, 200K+ viewers for a single livestream, 200K+ private-domain members, and 1,000+ store groups of 100+ members each, driving scaled C-end growth and conversion.
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Work Experience

Lam Soon Hong Kong Group — Senior Business Analyst (BA/PM)

Apr 2024 – Present

Lam Soon Hong Kong Group (HKEX: 00411) has been listed since 1972 and is a leading player in Hong Kong's edible oil and household cleaning markets. Its portfolio includes AXE and Labour Brand home-care products and Knife and Red Lamp edible oils, with about 85% of revenue from mainland China.

Owner of the sales digitalization program, driving the 0-to-1 build of the SFA / TPM / PMM trio and the TPM 2.0 enhancement across both the Home Care and Oils business units; managed the full project lifecycle and coordinated business, finance, IT, and vendor resources.

SFA — Sales Force Automation System (Home Care + Oils)

Sales force automation system covering both business units, spanning store master data, field visits, AI display recognition, and order collaboration, integrated with DMS / BI / OA / EBS core systems.

S (Situation): Store master data was chaotic and field visits untrackable; the Home Care legacy system was being retired while Oils had no system at all — a new SFA was urgently needed.

T (Task): Owned the research, selection, implementation, migration, and rollout of the new SFA for all SR / DSR / TM users across both business units.

A (Action): Built a standardized store master data framework (unified coding, deduplication, geo-verification, approval workflow) and completed legacy data cleansing and migration; led the SaaS selection (FXIAOKE); deployed AI display recognition for 200+ SKUs; integrated DMS / BI / OA / EBS.

R (Result): Home Care SFA switched over nationwide, managing 40K+ stores; Oils SFA launched nationally with 100% user activation, managing 10K+ stores; AI recognition accuracy 85%+; 100% functional replacement of the legacy system with store data assets fully preserved.

T (Thinking): Master data governance first is the prerequisite for a smooth cutover; pilot innovative features in a closed loop before scaling.

TPM — Trade Promotion Management System (Home Care + Oils)

End-to-end trade promotion expense management across both business units, digitizing budgeting, application, execution, settlement, and posting to support granular cost control and ROI analysis.

S (Situation): Promotion expense processes were fragmented, budgeting was coarse, and settlement was slow — unable to meet the needs of granular cost control and ROI analysis.

T (Task): Build a full-cycle TPM (budget → application → execution → settlement → posting) covering both business units.

A (Action): Mapped 12 expense types and 7 budget pools, reconciling rule differences between business units; refined budget control to the customer / expense-type / month level with automatic over-budget blocking; integrated DMS / SRM / OA / DW; pioneered a distributor self-settlement model with a compliance confirmation-letter scheme; ran cross-functional workshops to align multi-party accountability.

R (Result): Both TPMs went live, digitizing the full promotion expense cycle — automatic over-budget blocking strengthened risk control, much shorter settlement cycles improved execution efficiency, and transparent, traceable expenses enabled granular management and ROI analysis; distributor self-settlement via signed confirmation letters greatly improved settlement timeliness; offline and e-commerce expenses unified under one control framework; SFA on-site evidence ensured execution authenticity.

T (Thinking): Expense digitalization is essentially translating business rules into system rules; aligning accountability precedes feature development, and compliance must be built in from the start.

PMM — Promoter Management System (Home Care + Oils)

Unified digital platform for promoters covering profiles, scheduling & check-ins, sales reporting, and task execution, with data linked to SFA and TPM to form a business closed loop.

S (Situation): Promoter management was scattered across DingTalk / Excel / e-workflow systems, with severe data silos and only six months of history retained.

T (Task): Unify promoter profiles, scheduling & check-ins, sales reporting, and task execution to digitize management across both business units.

A (Action): Standardized management and attendance rules for long-term / casual promoters, strike teams, and supervisors; linked data with SFA stores and TPM expenses to close the loop.

R (Result): Both PMMs launched nationwide, covering all company promoters; standardized SOP execution ensured efficient field work; complemented SR / DSR-reported data and expanded on-site information coverage across stores; traceable data supports ROI analysis.

T (Thinking): Unify the core workflow first, then onboard differentiated rules in batches; reserve inter-system interfaces early in the architecture.

Davco — Sika Group (Switzerland) | Deputy IT Manager

Jul 2016 – Apr 2024

DAVCO is a brand of the Swiss Sika Group (a Hurun Global 500 company). With around 30 years in China, it specializes in tile adhesives, waterproofing, grout, and putty, and is a leading brand in China's tile adhesive market.

Owned mobile digital solutions for the sales, product, and marketing teams; led BA/PM work on 30+ projects including the Hao Gongjiang membership platform, the scan-to-win red packet campaign, store private-traffic communities, and Davco 365; built an integrated App / Mini-Program / WeCom / H5 / PC mobile architecture.

Davco Hao Gongjiang — Craftsman Membership Platform

A fully custom-built membership mini-program featuring livestreaming, articles, product encyclopedia, green energy points, member clubs, and a coin mall — the company's main hub for branding, product promotion, member acquisition, and craftsman community operations.

S (Situation): Under the C-end strategy, the company needed to accumulate craftsman membership assets and build its own hub for branding, product promotion, and member operations.

T (Task): Owned business requirement analysis and feature planning; built a system of content, campaigns, and incentive tools to boost member engagement and brand stickiness.

A (Action): Led business requirement analysis from the 2020 kickoff and participated throughout in feature planning and build; developed content operations (livestreaming, articles, product encyclopedia) and campaign operations (member clubs, product red packets, green energy points), integrating forms, SMS, official accounts, and WeChat Channels; launched incentive tools — task center, redemption mall, lucky wheel, and leaderboards — to drive engagement.

R (Result): Over 3 million members within three years; around 40 iterations to version 5.0 with a mature feature set that competitors emulated; adopted the mini-program livestream plugin for compliant, zero-cost livestreaming with 200K+ viewers per session; hosted 10K+ member club events in two years with 300K+ attendances, converting and retaining offline users.

T (Thinking): The content + campaign + incentive mix is the core of the membership growth flywheel; fully leveraging WeChat-ecosystem compliance dividends yields twice the result with half the effort.

Scan-to-Win Red Packet Campaign — One-Item-One-Code Marketing

A hardware-software integrated one-item-one-code red packet campaign linking traceability, red packet, and anti-counterfeiting systems, covering marketing code generation, production line activation, and consumer scan-to-win.

S (Situation): As one-item-one-code marketing rose in FMCG, the company needed to connect production to consumption digitally — using red packets to drive terminal sell-out, anti-counterfeiting and traceability to build trust, and converting scanners into operable member assets.

T (Task): Owned system solution design and project management, coordinating multiple departments and vendors.

A (Action): Aligned product, marketing, production, and multiple vendors to integrate anti-counterfeiting / traceability, production line retrofit, and lottery systems; completed hardware-software joint debugging efficiently; supported distribution and offline promotion; integrated into the Hao Gongjiang platform as a mini-program plugin.

R (Result): 24%+ scan rate; sales exceeded RMB 100 million within six months of launch, with the campaign delivered on schedule; red packet scans funneled users into Hao Gongjiang, accumulating and converting user assets.

T (Thinking): The critical path of hardware-software projects is hardware joint debugging — always buffer for it; multi-vendor collaboration requires a unified cadence, clear points of contact, and well-defined boundaries.

Davco 365 — SFA & Distribution Order System

A SaaS-based CRM and sales network management tool with SFA, DMS, B2b ordering, AI product recognition, and smart approval.

S (Situation): Needed a unified digital tool to automate management of exclusive stores, retail outlets, and field sales activities.

T (Task): Led requirement analysis, feature design, and delivery of the SFA + distribution order SaaS product (App / WeChat).

A (Action): Phased requirements by priority to maximize business support within budget; designed red packet / points incentive systems aligned with sales strategy; coordinated development, testing, and iterative business delivery.

R (Result): Supported management of 3,000+ exclusive stores and 100K+ retail outlets; 30K+ new outlets annually; outlet sales exceeded RMB 1 billion.

T (Thinking): Incentive systems are the key lever driving sustained frontline adoption; product design must stay in sync with sales strategy.

Store Private-Traffic Communities — Online Store & Private-Domain Solution

A WeCom-based private-traffic community solution comprising WeCom, SCRM, and an online cloud-store mini-program, enabling group building, operations, and transaction conversion.

S (Situation): Store member assets lacked online accumulation; the full chain of private-domain group building, operations, and conversion needed to be connected.

T (Task): Owned business requirement analysis, participated in project planning and workshops, distilled requirements, and drove solution delivery.

A (Action): Defined store-manager group-building and operations SOPs to complete member onboarding, engagement, and conversion; co-built a store-manager performance dashboard (a CDP integrating WeCom group operations, livestream training, and cloud-store order data to score performance and drive points-based leaderboard incentives); built middleware to sync store-manager profiles and

tags in real time, map legacy manually maintained users, and provide single sign-on.

R (Result): Accumulated 200K+ private-domain members and 1,000+ store groups of 100+ members each, reaching scale; store-manager changes updated in real time, keeping data accurate and group assets fully preserved.

T (Thinking): Private domain is fundamentally about operating on "people" — use performance dashboards to keep store managers invested, and data sync to keep assets accurate.

Enterprise Collaboration Platform — Hardware-Software Integrated Solution

Built on WeCom + Tencent Meeting, the platform provides unified identity authentication, integrates internal and external systems, and offers dozens of apps and portals to boost management and employee collaboration.

S (Situation): Too many internal IT systems with scattered mobile entry points led to a poor employee experience.

T (Task): Owned overall application planning and build, creating a unified mobile platform on WeCom with single sign-on.

A (Action): Led the build of an approval center (integrating OA / CRM / expense-control workflows), a learning platform, and product e-brochures, connecting OA / BI / HR / contract systems to turn WeCom into a mobile office portal; guided cross-department co-building of a unified information portal with a dozen+ department and news windows; introduced Tencent Meeting Enterprise, connecting Polycom and MAXHUB meeting-room hardware and forming a meeting & event support team.

R (Result): Apps grew from 2 to 20+ with 87%+ employee adoption, becoming the company's unified mobile entry point; meeting collaboration improved significantly while travel costs dropped sharply, with dozens of large internal and external meetings and events supported.

T (Thinking): Platform growth comes from "co-building", not "self-building"; unified authentication is the infrastructure of platform stickiness.

Xueersi (TAL Education, NYSE: TAL) — Web Developer (Full-Stack)

Jul 2015 – Jul 2016

Xueersi is the premium K-12 tutoring brand of TAL Education (NYSE: TAL), a leading US-listed K-12 education company in China that went public on the NYSE in 2010.

Owned system planning, product design, and development for the Guangzhou branch; completed IT infrastructure and launched 10+ products including the Student Center and Cloud Mistake Notebook.

Student Center — Unified Identity Authentication Portal

A WeChat-based unified identity portal enabling single sign-on across learning systems for students and parents, and providing user tags and profiles for operations.

S (Situation): Official accounts and learning systems were siloed, requiring multiple logins, and operations lacked a unified user view.

T (Task): Designed and developed the WeChat unified authentication portal with single sign-on and user tagging.

A (Action): Unified account systems across platforms for SSO; designed a user-tagging system for segmented operations; promoted via official accounts and parent groups.

R (Result): 100K+ total users; eliminated multi-system login friction, improving user experience and operational efficiency.

T (Thinking): The deeper value of unified authentication lies in connecting data assets; this was my starting point in transitioning to BA/PM roles.

Education

Wuhan University — MBA (Master of Business Administration), in progress (Sep 2025 – Dec 2027)

Huizhou University — BA in Broadcast & Television Journalism (Sep 2011 – Jul 2015)

Skills & Certifications

- **International Certifications:** NPDP (New Product Development Professional); PMP (Project Management Professional)
- **Languages:** Mandarin (native), Cantonese (native), English (working proficiency, CET-6)
- **Certificates:** System Integration Project Management Engineer (China Soft Exam, intermediate); MySQL (NCRE-2)