

YANG DEHONG

STRATEGY | CORPORATE DEVELOPMENT | TRANSFORMATION

Singapore | +65 9220 1661 | yang_dehong26@hotmail.com | linkedin.com/in/yangdehong

PROFESSIONAL SUMMARY

Strategy and investment professional with 5+ years of experience across in-house corporate strategy and analytics consulting. Experienced in growth strategy, market and feasibility analysis, financial modelling and valuation, M&A due diligence, post-merger integration, and cross-regional transformation. Track record includes supporting new trade lanes that contributed approximately 5% global revenue growth, two successful acquisitions, and CRM adoption growth from 20% to 90%. PMP-certified.

CORE EXPERTISE

Corporate Strategy & Strategic Planning | Investment Analysis & Valuation | Market Entry & Feasibility | M&A Due Diligence & Integration | Financial Modelling | Transformation & PMO | Executive Stakeholder Management

PROFESSIONAL EXPERIENCE

SWIRE SHIPPING

Feb 2023 – Present

Strategy & Investment Analyst

- Evaluated global supply-demand and market dynamics to identify and support the launch of new trade lanes, contributing approximately 5% global revenue growth.
- Built valuation, investment, and fleet financial models to support commercial negotiations and strategic investment decisions by senior leadership.
- Partnered with HQ General Managers to develop tonnage forecasts and deployment scenarios for a 20–40 vessel fleet, supporting network and capacity planning across key trade routes.
- Conducted M&A due diligence using internal and external datasets, contributing to two successful acquisitions and subsequent integration planning.
- Led cross-functional post-merger process harmonisation with C-suite and regional stakeholders, delivering a 10% improvement in compliance and operational efficiency.
- Spearheaded CRM transformation across 8–10 regions, increasing adoption from 20% to 90% and strengthening commercial pipeline visibility.

LYNX ANALYTICS

Feb 2021 – Jan 2023

Business Analyst

- Delivered a JAPAC KPI dashboard for a global pharmaceutical client, improving management visibility and contributing to a 5–10% increase in regional sales.
- Managed a \$200K strategy engagement for a global bank and led development of a machine-learning credit model that improved loan approval rates by 6–7%.
- Co-led a \$500K Greater China retail transformation, applying assortment, pricing, and promotion analytics to deliver a 5–8% revenue uplift.
- Led a telecommunications transformation engagement covering organisational restructuring, marketing centre-of-excellence design, and change management.
- Developed analytics and visualisation solutions with cross-functional teams, helping convert a \$2M client engagement.

EDUCATION & CREDENTIALS

Bachelor of Accountancy (Honours) with Distinction

2016 – 2019

Singapore Institute of Technology, Singapore

Certifications: Project Management Professional (PMP), PMI | Professional Scrum Master I (PSM I), Scrum.org | Google Data Analytics Certificate

TOOLS & LANGUAGES

Tools: Excel, PowerPoint, Power BI, Tableau, Alteryx, SQL, Smartsheet, think-cell, Figma

Languages: English (Native) | Chinese (Intermediate)