



Tak Wai (David) Chan

Digital and Ecommerce expert with 20+ years of product, program management and consulting experience.

Kingston upon Thames, UK

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Links

[LinkedIn](#)

Languages

English (Fluent)

cantonese (Fluent)

About

Information Technology Management Consulting Professional with 18+ years of consulting, agencies, eCommerce and digital marketing experience. A detail-oriented PMP and CPA with outstanding interpersonal and leadership skills, who has demonstrated a track record of teamwork.

Developed leading edge website, mobile, tablet applications to enhance users' experiences. Created eCommerce best practices and processes, created point of view on industry trends and conducted vendor analysis on leading eCommerce vendors. Served as a strategist, program manager, technology lead and functional manager and testing lead for numerous clients in different industries, including many Fortune 500 and publicly listed companies as well as healthcare companies and government agencies.

Specialties: Omni Channel Commerce, eCommerce, Program Management, Strategic Roadmap Planning, Digital Transformation, Business Development, Business Case Development, Offshore Delivery Management, Creative Design and Development, Strategic and Roadmap Planning

BRANDS WORKED WITH

Accenture

Association of International Certified Professional Accountants

Gap Inc.

Kate Spade & Company

Publicis Groupe

Ralph Lauren

Experience

● Senior Director - Digital Transformation

Association of International Certified Professional Accountants | Jul 2021 - Now

- Led the 5-year digital transformation program, which includes developing a single content, commerce and learning website for 650k AICPA and CIMA members globally, consolidating multiple backend systems into one set of cloud-based tool (Commerce Tools, Contentful, Zuora, AWS, LTG)

- Prioritized product/features to support the multiyear roadmap to streamline customer shopping and learning journeys, acquisition and retention

- Implemented a new learning management globally for students, learners and B2B customers

- Managed internal and external development teams across the globe leveraging Agile / Scrum methodologies and cross-functional teams (Brand, Creative, User Experience, Development, and Analytics) from inception, requirements gathering, design, development to implementation



● Sr. Director - Digital Product & Program Management

Ralph Lauren | Jun 2018 - Jun 2021

- Developed and launched ECommerce/Omni Channel product strategy and vision for EMEA

- Led the 3-year digital transformation program, which includes mobile first commerce websites migrations to Salesforce Commerce Cloud, order management system upgrade to IBM Sterling, Adyen payment, country expansions and localization

- Launched Click and Collect, Ship from Store, Virtual Appointments, Virtual Store

● Senior Product Manager/Program Manager - Global Omni Channel, GapTech

Gap Inc. | Jan 2014 - Jan 2018

Senior Program Manager

• Led Salesforce Commerce Cloud/Demandware implementation for Intermix and Gap/Banana Republic Europe

• Launched ECommerce and Omni-channel capabilities for international

markets

- Collaborated with business and IT partners on annual strategy, budget and roadmap planning
- Managed \$12M budget on the replatform programs and ongoing site maintenance/optimizations

Senior Product Manager

- Developed ECommerce /Omni Channel product strategy and vision for domestic and global sites
- Launched Omni Channel features internationally and identified tactics to optimize sales and customer experience by utilizing data, metrics and KPIs
- Created business case and NVP/IRR analysis to support project and feature prioritization
- Performed competitive analysis for Gap Inc. brands domestically and internationally
- Led vendor and customer research and analysis to improve global Omni-channel capabilities

● **eCommerce program director**

Kate Spade & Company | Nov 2012 - Jun 2014

- Led 12-month program to successfully replatform 10 ECommerce and mobile sites using Salesforce Commerce/Demandware; and achieved 25% sales increase compared to the prior year
- Partnered with cross functional teams (marketing, creative, user experience, design, development, testing) and resolved conflicts between teams during the program
- Managed ongoing ECommerce roadmap (including budget, quality, resources, dependencies); continue to evolve the digital footprints with innovation
- Provided strategic advices to international teams on establishing their local ECommerce sites
- Managed multiple development vendors to create optimized customer experiences
- Assured websites were stable during peak seasons and continued to optimize its performances; developed KPI and metrics to track ECommerce performance



● **Director - Project Management**

Publicis Groupe | Jul 2009 - Oct 2012

Led multi-functional teams (Creative, Usability, Development, Relationship/Email Management, SEO & Analytics) to maximize client's digital footprints. Managed technical, digital and marketing projects to drive sales and repeat purchases.



● **Manager - System Integration & Technology (eCommerce & Portal Practice)**

Accenture | Mar 2000 - May 2009

- Managed projects throughout the Systems Development Life Cycle with 15 onshore and offshore resources
- Developed best practices for ECommerce and digital practice, researched industry trends and authored white papers/point of views on Web, Digital Marketing/Advertising Mobile Commerce, social networks, and performed vendor analysis on leading global software packages (CRM, commerce, Analytics)
- Some of the clients I have provided service to include ACE Insurance (formerly Combined Insurance), AT&T, Boeing, Canoe Ventures, JP Morgan Chase, Morgan Stanley, Marriott International, OfficeMax, Pratt & Whitney Canada, PPL Corporation, Time Warner, Dept of Treasury - United States Mint, UPS and Walt Disney.

Education & Training

1995 - 1999

● **Indiana University - Kelley School of Business**

Bachelor's Degree,

