

Ryan Chioh Ping Zhang, PBM



Management . Leadership . Project Management . Planning . IT . Innovation .
Budgeting . Communications . Marketing . Operations

Managing Director of FarEastFlora.com Pte Ltd

Key catalyst in the propelling growth of the organization, contributing exceptional energy, leadership and persistent drive for excellence.

Professional Profile

- Creative team leader and motivator with strong management skills within team-oriented style of management that promotes the team's personal development and productivity.
- Strong communicator who interacts respectfully and effectively with individuals across the spectrum of social and economic backgrounds and cultures.
- Competent Project Manager of IT initiatives to steer the organization's website in becoming Singapore's leading portal for flowers & gifts.
- Chief Architect of the IT infrastructure, effectively combining CRM and ERP business solution to form a fully integrated operating system that won the organization 3rd Annual Intelligent20 Award 2002 and subsequently ZDNet Asia's SMB of the Year 2006.
- Key Innovator of new product lines like Flower Memo, Box of Blooms™, Aqua Bouquets and Water Impressions; active involvement in all procurement and liaison of overseas and local vendors.

Professional Experience

Deputy Group Managing Director, 2020
Far East Flora Holding Pte Ltd

Appointed as the Deputy Group Managing Director on 7th April 2020.

Managing Director, FarEastFlora.com Pte Ltd 1998 to present

Serve as Managing Director of one of the leading flowers & gifts organization in Singapore for 19 years, leading a current staff strength of 80, while overseeing the financial, operations, marketing and leadership recruitment for a highly dynamic entity.

Increase the organization's online sales from 3% to 50% over the years with the development of FarEastFlora.com's website; active participation

on all levels including the initial formation of content, wireframes, website flow with service providers, thus creating one of the organization's vital touchpoints.

Spearheaded and manages all IT projects of the organization; initiated and created the IT infrastructure which fully integrates CRM and ERP business solution.

Led FarEastFlora.com Pte Ltd to win 3rd Annual Intelligent20 Award 2002 and subsequently ZDNet Asia's SMB of the Year 2006 for using IT to derive strategic business benefits in improved customer service standards, product and service innovations.

Instil innovation as a core strategic value for the organization by managing the procurement team and setting annual guidelines for overseas buying.

Developed Box of Blooms®, which won the Singapore Packaging Star Award 2005 and the regional AsiaStar Award 2005.

Established CreativeWorkz, a training school by FarEastFlora.com with the foresight and vision to create in-house trained florists and a means to alleviate the acute demand for the industry.

Identified possible business opportunities and secured grants and business support for the organization, paving the way for future plans of expansion.

Guiding the organization to venture into international territory with the setting up of FarEastFlora.com.hk and Hong Kong's first retail store in 2009.

Directed the organization into the retail sector by launching the first Singapore retail shop in Citysquare Mall in 2009.

Serve as the spokesperson for FarEastFlora.com to businesses, government agencies and media group.

Serve as strategic liaison with government agencies, service providers and business community, resulting in close relationships with extensive array of stakeholders critical to success of organization.

Developed brand pages in yearly catalog through continuous liaison with marketing and brand partners, thus creating a unique differentiator for the organization from the rest of the industry.

Negotiated with interested corporate customers on seasonal bulk offerings, generating substantial revenue for the organization over the years.

Create and monitor organization structure, operating systems and purchasing & performance standards.

Previous Experience

Sales Representative, Gateway 2000 1997 - 1998

Top 10% performer in a team of 450 sales personnel within a year of employment.

Professional & Community Affiliation

Board of Directors 2021 -present
Singapore Business Advisors and Consultants Council Limited

International Liaison Director 2021 - present
Interflora Pacific Limited

Vice Chairperson 2018 – present
Business Leaders Alumni Club (BLAC)

Vice Chairperson 2016 - present
GS1 Singapore Limited

Hon Secretary 2015 – present
Singapore Manufacturers' Federation (SMF)

Chairperson 2014 – present
SMF Secretariat Management Committee (SMC)

Council Member 2004 – present
Singapore Manufacturers' Federation (SMF)

Member 2008 – present
Young Business Leader

District Councilor 2009 – present
NorthEast CDC

District Chairperson 2015 – 2021
Interflora

Education & Training

Bachelor of Science in Business Indiana University, Bloomington
Majoring in Marketing, Operations, International Business

Diploma in Business Studies Temasek Polytechnic
Majoring in Business, Retail

..... **Achievement**

Conferred with Public Service Medal –
Pingat Bakti Masyarakat (PBM)

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2016