

YEANG SEOW YUEN, VANCE

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Date of Birth: 13 July 1975



PROFILE

Over 15 years of working experience in Wine & Spirit industry with international establishments and had lived in France, Singapore and China. Clientele servicing of multinational companies, includes hotels, membership clubs, distributors and private clients. Cross-trained in Sales and Marketing, with strong leadership & management skill. Strong business and commercial sense with open mind to accept new ideas.

RELEVANT EXPERIENCE

Founder

Tiki China Shanghai

To create an island escape F&B concept in the modern urbanites.

July 2014 - Present

Founder

Yuan Lounge Shanghai

To create the 1st Chinese concept lounge bar in China. Yuan is a Chinese-run cocktail bar does just about everything right to create a pleasing drinking experience. Furniture are sourced all around China include funky antique and mod artworks. Meticulous preparation by knowledgeable mixologists with exquisite and unique presentation sets Yuan apart from the rest in the market.

May 2012 – Present

Marketing Manager China

Remy- Cointreau China

March 2009 – April 2012

Responsibilities:

- Achieve business target (in volume) within given budget.
- Developing brand plans to deliver activities within given budget
- Drive and develop brand strategy, and ensure implementation of actions and commercial incentives
- Managing A&P budget to ensure effectiveness of the spending to optimize outcome
- Communicating brand identity internally to key business units, including Hong Kong and Macau
- Conducting analysis in order to manage performance levels of sales vs. market developments.
- Initiate brand merchandising, POS for trade visibility and consumer premium
- Creating brands training and coordinate with brand ambassador to educate internal and external partners on brands to generate sales.
- Aligning brands' activities of the region with regional team and wholesalers
- Understanding of customers and consumers insight to drive strategy and solid brand plan development
- Coordinate closely with PR manager on brand communication and advertising on targeted Media group
- Creating product segmentation strategies to maximize trade opportunities across different regions
- Developing and managing new business partnerships/accounts to accomplish volume and profit goals.
- Closely monitor competitive activities and provide corresponding counter measurement
- Coach, develop and motivate team members to grow brands and business

Wine Director (Opening Team)
Napa Wine Bar and Kitchen, Shanghai
www.napawinebarandkitchen.com

December 2007 – February 2009

Responsibilities:

- Handling all Beverage obligations for the entire Restaurant and Bar
- Setting up the wine cellars with an inventory of 900+ labels
- Creating the wine list and in-house wine program
- Managing all aspects of stock, control, direct and cross sales
- Training and motivating the entire beverage team in regards to wine and spirits
- Conducting wine & spirit seminars for the guests and staffs
- Achieves Beverage revenue and Cost objectives with consumer satisfaction focused

Achievement:

- Best of Award of Excellence by Wine Spectator Magazine 2009

Group Sommelier
FACE Shanghai, China
www.facebars.com

August 2005 – November 2007

Responsibilities:

- Handling all wine obligations for FACE Shanghai (Bar, Lan Na Thai and Hazara Restaurants)
- Overlooking the wine cellars of FACE Beijing, FACE Shanghai Pudong and Visage Cafe Shanghai
- Planning the wine lists in conjunction with the General Managers of FACE Bangkok and Jakarta
- Co-ordinating all wine events with the Managers in all FACE Group Restaurants
- Training and motivating the entire beverage team on a weekly base in regards to wine and spirits
- Handling all guests wine requests, follows up and meet/exceed of guest expectations

Achievements:

- Improved the wine sales revenue by 30% during the 1st year of employment in 2006
- Awarded Number 1 Best Cocktail Bar in Shanghai 2006 by That's Shanghai Magazine
- Featured in Shanghai Daily (Behind The Scene) Tropical Sommelier on 28 June 2007
- Awarded 'Restaurant of Quality 2007' by Le Club Gastronomique Prosper Montagné, France.

Operations Manager
Lotus Thai Restaurant Pte Ltd, Singapore

April 2004 – July 2005

Responsibilities:

- Managing all Operations for this Premiere restaurant at Murray Street
- Control and contain monthly operational expenses in observation of the operational budget
- Handling of outdoor catering and Food Promotion events
- Planning and Coordinate of expanding external food outlets
- Penetrate new market segments like through detailed market analysis, extensive sales coverage and applying creative sales strategies.

Achievements:

- Awarded and recognised by the Royal Thai Embassy as the authentic Thai restaurant in Singapore to promote Thai food.

Wine Specialist

May 2001- March 2004

The Wine Culture Pte Ltd, Singapore

www.wineculture.com.sg

(Singapore Best Wine Retail Shop 2002 and 2003)

Responsibilities:

- Handling of principal wine events, promotion and tasting of new products.
- Participate with Purchasing and Market analysis
- Educate both corporate & hospitality establishment in wine training & product knowledge
- Accountable for a Sales Target of SGD\$60k per month of On-Trade sales revenue
- Ensure tight administration and finance control of all client contracts, billings and receivables

Achievements:

- Launching of E-commerce and market the products online.
- Managed key accounts and maintained excellent working relationships with all concerned parties.
- Organising wine talks and events with various corporate companies
- Consistently achieving sales expectations.

Sommelier

April 2000 - Jan. 2001

Restaurant Moulin de Martorey, Chalon-sur-Saône, Burgundy

(1 star in the Michelin Guide)

A real mill on a millstream, this elegant restaurant is situated above a carps rearing lake, in the suburb of Chalon-sur-Saone. It is just a stone throw away from the wine region Givry, where the wines were highly appreciated by the late King Henri the 4th.

- Handling of all wine obligation for this Premiere restaurant
- Accountable for wine Inventory and stock availability of 10 000 bottles

Sommelier Trainee (Opening Team)

April 1999 – Aug. 1999

Les Sources de Caudalie, Martillac, Bordeaux

(4 stars deluxe hotel and 1 star in the Michelin Guide)

The 1st Vinotherapie (Wine Spa) hotel in the world, opened by Chateau Smith Haut Lafitte. It is situated in the heart of the Château Smith-Haute-Lafitte vineyards at Martillac, which set among the 'Graves de Bordeaux' Grand Cru vineyards of the Gironde in Bordeaux.

- Attached to all F&B outlets, including "La Grand'Vigne" *(1 star Michelin Guide)*

EDUCATION

Institut Vatel, Nîmes, France

Sept. 1999 - Jan. 2000

Bachelor's Degree in Hotel Management

- Major Electives in Food & Beverage Management, Accounting, Financial Management, Marketing, Hospitality Law, Project Management, Economics & Tourism and Human Resources.

Institut Vatel, Nîmes, France

Sept. 1997 – Sept. 1999

International Diploma in Hotel Management

NATIONAL SERVICE

Singapore Armed Forces 42nd Battalion, Singapore Armoured Regiment

Oct. 1994 - Dec. 1996

- Served as a Logistics Supervisor

ACHIEVEMENTS

Wine and Spirit Education Trust, UK
Advanced Certificate 'Passed with Merit'

October 2007

New Zealand Wine Competition (Group) 2003
Champion

Singapore Wine Options Competition 2002
1st Runner Up

Shatec-Australian Education Awards (SAWEA) Competition 2001
Grand Finalist

L'Ecole du Vin du Bureau Interprofessionnel des Vins de Bourgogne
Diploma in Introduction to the Wine of Burgundy

September 1999

L'Ecole du Vin de Conseil Interprofessionnel du Vin de Bordeaux
Diploma in The Essence of Bordeaux Proficiency Course (Level 2)
Diploma in Discovering Bordeaux Wine (Level 1)

June 1999 - Aug. 1999

ADDITIONAL SKILLS

LANGUAGES:	English	100% written and spoken
	Mandarin	100% written and spoken
	French	70% written and spoken
	Cantonese	100% spoken
	Hokkien	100% spoken
	Thai	50 % spoken

REFERENCES

Mr. Paul Chin
Managing Director,
Remy-Cointreau Greater China

Ms Mabel Wong
Marketing Director
Remy-Cointreau Greater China

Mr Alan Way
Senior Director
Remy-Cointreau USA

FURTHER DETAILS & REFERENCES UPON REQUEST