

Cheong Jiawei

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PROFESSIONAL EXPERIENCE

SDAX Financial, Chief of Staff

Aug 2023 – Oct 2025

- Work alongside management team to develop and execute regional and product growth strategies for SDAX, achieving 200% revenue CAGR from FY2023 to FY2025;
- Supported close of US\$50M fundraise, managing investor communications, preparation of decks and financial modelling, deal structuring, and negotiations;
- Prepare regular board updates with business analysis and insights to track commercial performances and steer decision making.

RedDoorz Singapore, Strategy & Corporate Development Manager

Dec 2022 – May 2023

- Ensured business teams achieve operational goals by reviewing performances and aligning OKRs with key leaders during weekly, monthly, and quarterly reviews and planning cycles;
- Supported fundraising efforts through financial modelling, investor communications, deal structuring and negotiations, as well as preparation of board papers;
- Accelerated inorganic growth by developing M&A framework and leading end-to-end acquisition efforts including deal sourcing, strategic and financial analysis, deal structuring and valuation, and preparation of investment memos.

JustCo Management, Corporate Development & Strategy Manager

July 2021 – Nov 2022

- Facilitated fundraising and M&A efforts through financial modelling and valuation analysis, stakeholder management, as well as preparation of investment memos and board papers;
- Drive product strategy for the proptech segment by proposing and executing initiatives including competitor analysis, partnerships, and development of go to market strategy;
- Led organic expansion of coworking centres by identifying, assessing, and negotiating strategic partnerships in Singapore, Australia, and Thailand.

RSM Corporate Advisory, Senior Associate

Feb 2018 – June 2021

- Provided corporate finance services to key stakeholders for sell side M&A, fundraising, business valuation, restructuring, and litigation purposes;
- Led end-to-end deal structuring through the preparation of pitch books, negotiations with shareholders and investors, and other transaction advisory services;
- Determined valuation of businesses and investments through discounted cash flow modelling, financial analysis and market research.

RSM Risk Advisory, Risk Consultant

Apr 2016 – Jan 2018

- Implemented profit improvement as well as business enhancement and sustainability initiatives through strategic and financial consulting work;
- Proposed recommendations to streamline processes and minimise business risk in key areas including payments and procurements, receivables and payables, and payroll;
- Ensured the adequacy and effectiveness of operational processes and internal controls across technology, lifestyle, industrial and non-profit sectors.

EDUCATION**Cass Business School, London**

Sep 2014 – Jan 2016

MSc Finance, Thesis: Measuring the Effects of Foreign Exchange Exposure on Share Value

Kent Business School, The University of Kent, The United Kingdom

Sep 2011 – Jun 2014

BA (Hons) Accounting and Finance, First Class Honours

Hwa Chong Institution, Singapore

Jan 2003 – Dec 2008

'A' Levels

ADDITIONAL INFORMATION

Languages: English and Mandarin (both written and spoken)

IT Skills: Microsoft Office, Capital IQ, Bloomberg, Tableau, basic Python and HTML

Interest/Hobbies:

- Competitive sports
 - 3rd placed club at the 2015 UK Ultimate Open National Championships
 - Captain of the University Ultimate Frisbee team
- Music
 - Flute and Piano
 - Secretary for the High School Symphonic Band