

# Elain Yee Ling Tse

Early-stage SaaS COO | Ex-PwC Ex-Capgemini Management Consultant

## Contact

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## Core Competencies

Strategic Prioritisation  
Strategic Planning  
Strategic Alignment  
Cross-team Collaboration  
Leadership Team Building and  
Development  
Remote Working  
Project Management  
Data Culture  
OKR and KPIs

## Core Leadership Principles

People Power Results  
Intrinsic Motivation (Motivation 3.0)  
Strength-Based Management  
4 Principles of Extraordinary  
Executive  
Ikigai

## Languages

English  
Chinese  
(Cantonese, Mandarin,  
Traditional Chinese, Simplified Chinese)  
German (Telc B2)

## Summary

- Combination of strong tech start-up and corporate experience, cross-functional expertise, and high sensitivity in both people and numbers (money and time).
- Pivoted Passion.io from an influencer agency to SaaS with monthly subscription model, scaled the business from 0 to 5,000 active customers (ARR of US\$7 million) in less than 3 years.
- [Integrator](#) in the core (scored 91/100): obsessed with turning ideas into reality on an organizational level.

## Experience

11/2022 - 03/2023

COO • Sideway6 • UK (Remote)

- Defined 2023 strategy and its OKRs. Built OKR system and BI prototype.

04/2022 - 07/2022

COO • Bird Eats Bug • Germany

- Defined monetisation to be highest priority and drove relevant initiatives, e.g. new pricing, brought customers and leads from own network.

08/2018 – 12/2021

COO • Passion.io • Germany

- Developed and implemented company strategies, including deliberate strategies like bootstrapping, business pivoting, up/down scaling, venture capital pitching and remote working, as well as emergent strategies like low runway management and pandemic measures.
- Built and managed a strong remote culture since Jan 2019 (12 months before the pandemic), created and managed the people and performance management system - team from 15 to 50 in 15+ countries, 0 unwanted attrition for 2 years, Employee NPS from 40 to 70.
- Led strategic prioritization, planning and alignment, using Objective Key Results (OKRs) as major tools.
- Led HR, Customer Services and Finance functions of 18 people with 4 direct reports

08/2011 – 06/2016

Manager / Assistant Manager / Senior Associate • PwC Consulting • HK\*

09/2007 – 07/2011

Consultant / Junior Consultant • Capgemini Business Services (Asia) • HK\*

04/2007 – 09/2007

Consulting • TQM Consultants • HK\*

06/2005 – 04/2007

Recruiting Officer / Administrator • a-connect (China) • HK

\* Please see Management Consulting Project Summary in Appendix

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## Volunteering Experience

01/2022 – present

Volunteer • COO Stories • UK and Germany

01/2022 – present

Trainer (Finance & Accounting) • On Purpose • Germany

06/2009 – 05/2014

Board of Directors & Honorary Treasurer • Mensa • HK

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## Qualifications

Member (IQ among top 2% of population) • Mensa International • Since 2007

Bachelor of Arts (Honours) • The Chinese University of Hong Kong • 2005

Major in Translation / Minor in German Studies (Dean's List 2004-05)

Top 1% • A-Levels Hong Kong • 2002

## Appendix: Management Consulting Project Summary

### Projects for Profitable Growth

- Operational strategy review and organization redesign
- Operational cost review, process review and manpower planning (EUR 20 million p.a.)
- Back-office function centralization / shared services / outsourcing (e.g. finance, HR, customer services, procurement, supply chain, call centres)
- Knowledge management, knowledge culture and change management
- Relocation and change management
- Relocation and workforce planning
- Budget policy and database redesign
- Enterprise content management and change management
- Product platform implementation

### Clients

- A leading US fashion brand's Asian sourcing entity
- A leading transportation corporation in HK
- Multiple corporates at Regional CFO level in the retail, healthcare, media and public sectors
- PwC
- A leading global German enterprise in Asia Pacific
- A gaming leader in HK
- A leading Chinese mobile carrier in Dongguan
- A leading airline in HK
- A top Chinese electric appliance manufacturer

### Projects for Market Position Improvement

- Strategic workforce planning
- Organisation redesign
- Talent management improvement
- Project coaching (for internal consulting department)
- Rebranding and ODM management
- ISO certification and audit (Certified Auditor in ISO:9001, ISO:14001, OHSAS:18001, ISO:27001)

### Clients

- A global leading professional services provider in the UK
- A Government department in HK
- A leading public utility company in Macau
- A leading transportation corporation in HK
- A US consumer electronics producer in China
- Multiple clients in the sectors of manufacturing, electronics and beauty & fashion