

## Access to Experts



**Zen Pin Liow**  
Director - Greater China Group  
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Zen Pin Liow is responsible for overall IBM Global Process Services business in Greater China. In this role, Zen helps IBM's clients/partners to strategize and transform their businesses, strengthen their competitiveness and improve their cash flow - through establishing shared service center via "build operate transfer" model, outsourcing, optimizing their existing captives or establishing go-to-market services and partnership. Zen was responsible for the overall solutioning, transitioning and delivery of business process outsourcing services from locations in Greater China for IBM clients around the world. These services include Finance & Administration, Human Resources & Learning, Customer Relationship Management(contact centre, web production services) , credit card management, business analytics, translation, Banking / Insurance back office and Data Processing . The IBM China delivery centres support clients across 13 countries in Asia Pacific-Japan in 8 different key languages, and also some countries in Europe,North America, Central Eastern Europe and the Middle East with translation in a total of 27 languages . Key industries include Telecommunications, Industrial, Transportation, Consumer Products, Financial Services and Manufacturing. Zen Pin has worked with Deloitte Consulting and Accenture where he has worked on business strategy, process re-engineering and shared services consulting for global and regional clients in Asia Pacific across several industries such as Manufacturing, Financial Services, Industrial and Telecommunication. He has also worked with a BPO start-up company Vsource Asia.

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