

Jacqueline Chang

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Ask Me About

- The time I went to circus school for equilibristic courses
- The portraits I took of hospice patients as their last memento
- The lessons I learnt about friendship when my ex business partners decided to switch to paths of motherhood and the corporate life

Life Philosophy

- You can't want something for someone more than they want it for themselves
- Just because you can, doesn't mean you should
- When in doubt, err on the side of kindness

My Life-Design Constants

- I perform better when I have autonomy of time
- I derive meaning by adding value to people's lives
- I like maps and I love reading

Research Experience

Advisory Associate

Future of Work Research Consortium
HSM ADVISORY (UK)
2011-Now

- Facilitated organisational behaviour research conducted as part of Dr. Lynda Gratton's global research advisory practice
- Engaged with MNC employees in workshops, which resulted in the compilation of topical insight reports

Trend Writer

MTV (UK)
2008-2012

- Contributed to MTV Sticky - a platform for Millennials by Millennials
- Wrote articles on youth culture, trends and insights

Education

Singapore Management University
PhD in Business - Marketing
2021-2026 (expected)

**Central Saint Martins,
University of the Arts London**
Master of Arts in Innovation Management
2008-2010

Singapore Management University
Bachelor of Business Management
2004-2008

- Cum Laude
- Dean's List 2008
- Double Majors: Marketing & Corporate Communications

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WWW.JACQUELINECHANG.COM

Jacqueline Chang Studio

I've built my independent practice of photographing people since 2010. This helped me to hone my observation skills. I started with weddings, followed by families going about their everyday life at home. I now focus on a conversational portraiture approach that I have developed for individual sittings. This is a method I personally use to understand life at large.

Business Creation Experience

Founder

Cream of the Crop Pte Ltd (Singapore)
2015-Now

- Successfully pitched for the sole distributorship of 2 established UK brands: ghd and Dr.Lipp
- Built a B2B distribution network of hair salons
- Developed a D2C e-commerce presence
- Automated the business model to be operationally lean

Founder

Bringing Home the Bacon Pte Ltd (Singapore)
2012-Now

- Founded PREP Luxe, Singapore's first-to-market blowout-only hair salon, that has since evolved into a full-service salon
- Built a brand that has been award-winning every year
- First Singaporean salon to win an International L'Oréal award

Brand Development Experience

Business Development Manager

Cassey Gan Studio (Malaysia)
2012-2015

- Conceptualized brand identity and launched emerging fashion designer into the market
- Pitched at trade fairs in Taiwan, Malaysia and Singapore
- Secured retail stockists in 4 different countries

Business Development Associate

The Tasting Sessions (UK)
2010-2012

- Executed experiential marketing strategies
- Prepared B2B client pitch decks
- Integrated B2C customer database system in order to spot trends and culminate insights
- Worked on UX design and user testing for the launch of an online social dining platform