

Ellen M. Orr

Profile

Former banker, now working as an academic and board director. Wide financial services experience in the USA, UK, Hong Kong and mainland China. Established, led, and enhanced various securities sales, trading, risk management and brokerage activities. Developed and taught numerous undergraduate and postgraduate finance modules, achieving consistently high teaching evaluations. Published several business school case studies.

Portfolio of Teaching, Board and Advisory Work

Senior Teaching Fellow, **SOAS University of London** – UK 2019 - present

Module lead and tutor in School of Finance and Management. Created, taught, and assessed modules on Finance in East Asia and Financial Statement Analysis. Tutored modules on Corporate Finance and Finance, Sustainability and Climate Change.

Writer, **HKU Asia Case Research Centre** – Hong Kong 2018 - present

Research and write China related business school case studies. Case topics include Ant Group, Nike in China, Huawei (Bestseller), Belt and Road Initiative, Fintech Innovation in Hong Kong, ESG Effects on Valuation and Quantitative Risk Management in a Chinese Investment Bank.

Board Director, **Chelwood House Freehold Co. Ltd** - UK 2021 - present

Oversee property administration, maintenance, and leaseholder communications, £500k budget. Evaluate capital projects for building renovation and improvement. Appointed Treasurer in 2023.

Adjunct Lecturer, **University of Exeter Business School** – UK 2016 - 2023

Led, taught, and assessed postgraduate Investment Analysis module. Supervised Master of Finance dissertations on company analysis. Winner, Experience Inspired Teaching award, 2018. Nominated for Best Lecturer in 2017 and Best Teacher in June 2017.

Educator/advisor – Shanghai, Hong Kong and London 2004 - 2015

Main projects and roles included:

- Adjunct Lecturer, Finance, **China Europe International Business School (CEIBS)**.
- Executive Lecturer, **Shanghai Advanced Institute of Finance (SAIF)** .
- Lecturer, Finance, **Cheung Kong Graduate School of Business (CKGSB)**.
- Visiting Lecturer in Investment Banking, **Lingnan College**, Sun Yat-Sen University.
- Lecturer, Finance and Accounting, **Strathclyde Executive MBA**.
- Leadership mentor for high-potential executives at **HP China**.
- Mentor, Women in Business, **Cherie Blair Foundation**.
- Board Member and Head of Internal Audit, **Shanghai Sunrise** education charity.
- Member, Exam Writing Group, **Global Association of Risk Professionals (GARP)**.
- Independent Reviewer, Practice Analysis Study, **GARP**.

Company and Financial Institution Experience

China International Capital Corporation (CICC):

(Investment banking joint venture of Morgan Stanley and China Construction Bank)

Executive Director – Beijing and Shanghai

1998 - 2002

Created and headed securities sales department for China's first international investment bank. Recruited and managed 12 professional staff with annual trading volume of CNY30 billion. Built client base to include significant investors, maintained personal relationships with 8 large institutions. Led distribution of domestic and international corporate bond underwritings. Enhanced operations and risk management functions. Represented sales and trading activities to company's board and its Chinese and international shareholders.

Chemical Bank (predecessor to JP Morgan):

Vice President, Capital Markets – Hong Kong

1995 - 1996

Managed front office execution and support for origination, sales and trading of debt and derivatives. Evaluated and controlled the regulatory, tax and settlement risks of Asian financial products. Responsible for activities of 20 dealers, capital base of US\$50 million.

MAI plc, Money and Securities Broking Division:

Regional Broking Services Manager – London and Hong Kong

1992 – 1994

Managed marketing and operational support for 8 locations across the Asia Pacific region. Led development of strategic initiatives to integrate acquisitions and enhance global reach.

American Express Company:

Senior Manager – New York, Brighton and London

1986 – 1991

Education and Qualifications

Artificial Intelligence for Business Certificate, Wharton Online

Financial Risk Manager (FRM) Qualification

Beijing Language and Culture University, Chinese Certificates A, B, C, D

Harvard Business School, M.B.A.

Series 7 and 63 U.S. Securities Industry Qualifications

University of Pennsylvania, Wharton School, B.S. Economics