

Life JOURNEY TO SUCCESS



Lee Siew Ying, Tax Partner

My biggest motivator

“ My mentor, See Jee Chang, who is Deloitte Singapore Transfer Pricing Leader, was and still remains my biggest motivator. He is not just a boss – he is my counsellor and my “shifu”, who taught me not just principles of transfer pricing, but also the principles of life. He is a brilliant man who remains humble and leads by example. He brings out the best in me and I am forever grateful to him.

He taught me that a true leader stands by his team and does not point fingers. I remember on one of the first few projects he handled after he joined Deloitte from IRAS, our team (only less than a handful of us then) made a typo on a mathematical formula which was spotted by the client, who was not too pleased. But Jee Chang readily took responsibility for it during the client meeting, and back at the office, he did not start a search to find out who made the typo and which reviewer did not spot it: in fact, he rounded us up to assure us that he was not interested in laying the blame. He told us that as our leader, he bore ultimate responsibility for the project. He also emphasized that we are a team, we should support one another and we should take this as a learning opportunity for future projects.

This first encounter opened my eyes into his management style and also how he stayed true to his word, as he has stood by us many times over the years when we have faced challenging demands from our clients. That is not to say he allows poor performance – he is a very well-read, sharp and intelligent person with extremely high standards, but he chooses not to play the blame game and instead work with the team to remedy the underlying reasons for the below-par performance (such as lack of guidance / job exposure, overload of work). I have always strived to emulate his collaborative approach to managing a team.

I left E&Y Corporate Tax back in 2006 to pursue a career in Transfer Pricing as I wanted more international exposure. Deloitte was my first choice as its Global TP service line is internationally renowned and I heard good things about the TP team at Deloitte Singapore. I am still here after 10 years so that says something! My fellow colleagues are also a great source of support and strength. We are a close-knit team where we work hard and also have loads of fun through various team bonding activities.”

Q. What advice would you offer to undergraduates who want to pursue a career in Tax Transfer Pricing Group?

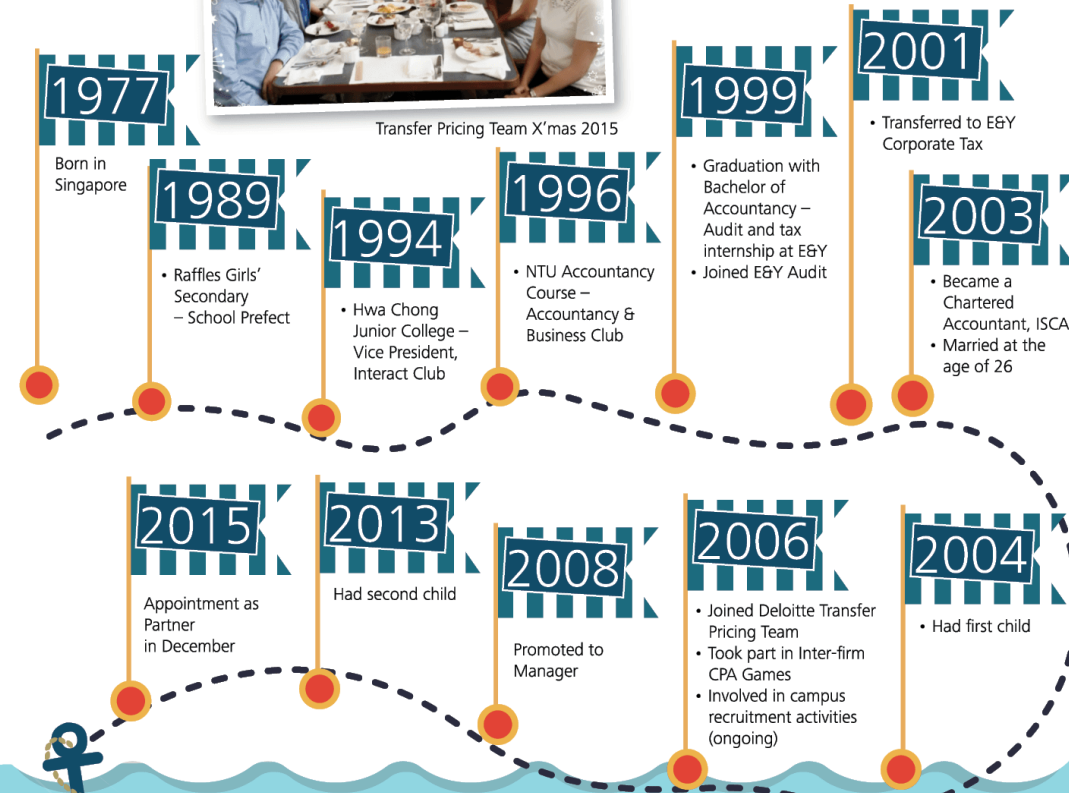
Many undergraduates I speak to feel that Transfer Pricing is too niche and specialized to start their career, and they view Audit and wider Tax service lines as offering more opportunities to branch out later on. But the niche specialization of Transfer Pricing is what makes its professionals very much in demand in the market, especially given the heightened focus on Transfer Pricing as a result of the Base Erosion and Profit Shifting (BEPS) Action Plan. Hence, there is much growth potential and demand in the field of Transfer Pricing which undergraduates should consider.

Q. What can undergraduates expect when working in the Tax Transfer Pricing Group?

Deloitte’s Transfer Pricing Group is part of the firm’s Tax function. Deloitte transfer pricing professionals help multinational companies to price their intercompany transactions, such as sales of goods, the provision of services, and transfers of intangible property, and to document, support, and defend the pricing for such transactions. By its very nature, transfer pricing requires the consultant to understand each of the individual functions of a business and the risks it faces. Hence, transfer pricing is an interesting yet challenging and varied area of expertise requiring interaction with not just the finance personnel of our clients, but also the operations, commercial and other key departments in the companies. So you will get to meet many people!



Transfer Pricing Team X’mas 2015



HOBBIES Reading, rollerblading, watching travel and cooking shows

