

MICHELLE BURSCHTIN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA *MBA Candidate, Major in Strategic Management, Marketing, and Operations*

Philadelphia, PA
2016 – 2018

- *Honors:* Wharton Fellowship Recipient for Academic and Career Excellence, Director's List (top 10%).
- *Leadership:* Wharton FinTech (VP of Growth and Alumni Outreach), Wharton Hispanic American MBA Association (VP of Careers), Data-Driven Dynamic Marketing Strategy (Teaching Assistant), Wharton Communication Fellow.
- *Activities:* Tech Club, Analytics Club, Marketing Club, Undergraduate Mock Interviews (Volunteer), Wildmen Hockey.

HARVARD COLLEGE

AB in Economics, Secondary Field in Government, and Language Citation in Portuguese – cum laude

Cambridge, MA
2008 – 2012

- International Experience Grant Recipient for study abroad and internship program in Rio de Janeiro, Brazil, Summer 2009.
- *Leadership:* The Sablière Society (VP), Model UN (General Assembly Director), Eleganza Fashion Show (Producer).

EXPERIENCE

AMAZON.COM, INC.

Senior Product Management Intern, Amazon Cash

Seattle, WA
Summer 2017

- Defined product requirements and wrote user stories for a feature that allows customers to add cash to their Amazon Balance at participating stores using their mobile phone number, expanding access for over 400M underbanked consumers to shop on Amazon, and delivering \$30B in expected incremental issuance over five years.
- Led two software engineers to realize product functionality and a designer to realize UX designs for the development of: in-store POS transaction flow and API calls, phone number verification flow, landing pages, notifications, and integration with retailers.
- Worked with retailer and distribution partners in the US, Mexico, Brazil, and Italy to build a product that can integrate with POS hardware and software in 20K store locations for 2017 launch, with 1M stores across 17 countries expected by the end of 2019.

BOND STREET

Growth Marketing Consultant

New York, NY
Summer 2016

- Launched first multi-channel customer acquisition campaign targeting business owners through Facebook, Google AdWords, LinkedIn, Twitter, direct mail, outbound telesales, and events, delivering over 100 business loan inquiries.
- Analyzed site lead capture data to develop segmentation and A/B testing strategy, lifting conversion rate to lead by 20%.
- Coded lead nurturing email campaign informed by lead segmentation analysis, yielding 22% open rate and 3% click rate.
- Led home and landing page redesign, increasing page visits per session by 69% and conversion rate by 15% by serving relevant positioning and content to business owners based on funding needs, industry, and search keyword queries.

AMERICAN EXPRESS

Senior Manager, OPEN (Small Business Charge and Credit Card) Digital Customer Acquisition Manager, OPEN Digital Customer Acquisition

New York, NY
2015 – 2016
2014 – 2015

- Led marketing program delivering 52% YoY billed business growth, producing \$1.1B in spend on acquired accounts.
- Oversaw design, build, and A/B testing plan for over 250 landing pages, increasing card applicant conversion rate by 85%.
- Product managed launch of offer personalization, partnering with data analytics team to develop algorithms leveraging enterprise data management platform, in order to serve customized ads and landing pages, boosting conversion rates by 25%.
- Developed a geographic-targeting strategy for paid search channel, lifting approval rates for card applicants by 35% and yield on target geographies by 77%. Worked with Risk to develop data and Fair Lending to ensure regulatory compliance.
- Collaborated with Consumer Digital Acquisition team to optimize ROI on enterprise brand search keywords, which increased new accounts acquired through paid search by 16%.
- Managed two analysts and a 10-person cross-functional agency team of engineers, designers, copywriters, and media buyers.

Senior Analyst, OPEN Digital Innovation

2013 – 2014

- Generated 45K leads through marketing campaigns for OPEN Forum, a website with content and resources for business owners, through social media, email, telesales, display media, tradeshow, events, partnerships, and online video series.
- Managed the product development and launch of transactional emails, account authentication with LinkedIn API, Salesforce and Marketo integration, and live streamed video. Oversaw design and development agencies to execute projects.

Analyst, OPEN Digital Strategy and Business Planning

2012 – 2013

- Advised Commerce Innovation team leadership on strategy, operations, and special projects, and managed \$23M budget.

ADDITIONAL INFORMATION

- **Skills:** SQL (proficient), HTML/CSS (proficient), Python (basic), R (basic), Email Marketing & Web Analytics Platforms.
- **Languages:** Spanish (native fluency), Portuguese (intermediate).
- **Interests:** Molecular gastronomy and culinary enthusiast, boutique fitness class aficionado, visiting family in Uruguay.

SABRINA E. CHU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Finance and Entrepreneurial Management Majors **2016 – 2018**

- Wharton Women's Summit Conference Board, Content development for 500+ attendees, including 150 alumni and 50 speakers
- VP of Thought Leadership for Wharton Women in Business, designing programming for 800+ members
- Student Life Fellow; VP Sponsorships of Private Equity/Venture Capital Club; VP Marketing of Real Estate Club
- Finalist at 2017 Wharton Buyout Competition, an international, multi-round PE case competition with 26 participating MBA teams

FULLSTACK ACADEMY **New York, NY**
Full-time Software Engineering Immersive **2016**

- Wrote database schema, backend architecture, and design concept for Bandolier, an offline-first, cross-platform journaling app
- Built mobile news iOS application using React Native and IBM Watson's semantic data analysis; awarded best UX at Hackathon

STANFORD UNIVERSITY **Stanford, CA**
Bachelor of Arts in Economics, Minor in Symbolic Systems **2006 – 2010**

- GPA 3.8/4.0 | GMAT 750

EXPERIENCE

BROOK VENTURE PARTNERS **Wakefield, MA**
Summer Associate **Summer 2017**

- Built operating model for three-company merger at a growth-stage, control-investing firm with 4 funds under management
- Managed due diligence process for a portfolio healthcare software business acquiring larger company
- Analyzed potential deals and bolt-on acquisitions for key companies within healthcare, IT, and tech-enabled services

AMAZON **Seattle, WA**
Retail Leadership Development Program, Senior Product Manager **Summer 2017**

- Delivered suite of initiatives for growing under-indexed retail segment at Amazon, which defined segment's immediate roadmap and redirected critical portions of business unit's three-year strategy
- Implemented and analyzed 6 such data-driven initiatives, including reformulating site CX, conducting nationwide primary research, utilizing on-site A/B testing, and optimizing ingress channels

GOLDMAN SACHS & CO **New York, NY**
Equity Synthetic Products Trading, Vice President **2014 – 2016**

- Principally traded, managed risk for index/basket swap business, the division's top growth leader at 60% yoy
- Consulted and implemented all aspects of complex transactions, including financing, execution strategy, regulation compliance, FX and dividend treatment on multi-day global equity trades
- Maintained daily dialogue with senior Portfolio Managers across diverse account base, including money managers, banks, corporations, foreign/supra-national bodies, hedge funds, pensions and endowments
- Actively built out product base by adding 20+ new clients, leveraging industry relationships with focus on macro, cross-asset funds

Government Trading, Associate **2012 – 2014**

- Directed risk strategy for front-end US Treasuries portfolio, sole daily management of \$65mm business line that included USD swaps, options, Eurodollars, futures, repo, equity, and European bond exposure
- Published proprietary market commentary to industry-wide distr. of 1000+ unique entities across 35+ countries

Interest Rate Options Trading, Analyst **2009 – 2012**

- Managed firm's Callable Agency Debt portfolio of \$5bn AUM with its associated duration, curve, spread, volatility risks
- Coordinated with Technology team to create new trading tools to address sweeping derivatives regulations

SHASTA VENTURES **Menlo Park, CA**
Investment Analyst **2008**

- Consulted on portfolio investments at early-stage IT venture capital firm with \$725mm across 3 funds
- Built investment thesis/recommendation on mobile web that senior partners later adapted to create Geodetic Systems

ADDITIONAL INFORMATION

Technical: JavaScript (ES5/ES6), AngularJS, HTML5, CSS3, Bluebird, AJAX, jQuery, Swig, React Native, SASS, Node.js, Express, Postgres/SQL/Sequelize, Electron, Socket.io, Gulp, Passport.js, Mocha/Chai/Jasmine, CapIQ, VBA, R

Languages: Fluent in Mandarin Chinese, Conversant in Spanish | **Professional:** FINRA Series 7, 63, 55, and 3

Interests: "Urban" Cycling, Karaoke, Tennis, Fantasy Football season, Skiing, Volleyball (enthusiastic but terrible)

CASSANDRA FONG

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EDUCATION

- THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA (PENN)** Philadelphia, USA
Master of Business Administration Candidate; Double major in Operations and Business Analytics 2016-2018
- VP of Wharton Social Impact Club, Wharton Social Impact Fellow (impact investing advisory project for government of Rwanda), Board Member of Wharton Mountaineering and Outdoor Club, Captain of Wharton Ultimate Frisbee team
 - Awarded Adele and Leonard Block Fellowship for outstanding academic and professional achievements
- IVEY BUSINESS SCHOOL, UNIVERSITY OF WESTERN ONTARIO (UWO)** London, Canada
Bachelor of Arts in Business Administration; Major in Strategic Management 2008-2012
- Awarded full scholarship, Dean's Honor List (2008-2012), UWO Excellence in Leadership Award: Gold (2008-2010)
- THAMMASAT BUSINESS SCHOOL** Bangkok, Thailand
International exchange program (semester abroad) 2012

EXPERIENCE

- TOMS SHOES** Los Angeles, USA
MBA Giving Intern 2017
- Developed partnership strategy and toolkit to balance social impact and business objectives; recommendations will roll out in innovative launch of TOMS 2.0 in Spring 2018, which will revolutionize TOMS' social impact and marketing strategies
- AFRICA HEALTHCARE NETWORK** Dar es Salaam, Tanzania
Director of Growth and New Market Expansion 2017
- Operations: Led work related to opening first clinic in Tanzania – hired and managed contractors to build out warehouse and office, procured medical supplies and equipment, negotiated with suppliers (reduced prices by up to 55% of initial asking price), established inventory management protocol, set up organizational structure and hiring guidelines, interviewed and hired six nurses
 - Business Development: Signed first partnership in Tanzania with largest private hospital chain (first clinic opens Sept. 2017); discussed public-private partnership with President's Office and Ministry of Health; outlined global expansion strategy
- UNITED NATIONS WORLD FOOD PROGRAMME (WFP)** Rome, Italy
Innovation and Change Management Consultant 2014-2016
- Led and served as project manager for WFP's unprecedented social media campaign to raise funds for Syrian refugees; innovative work resulted in reaching 292% of \$64M goal and reinstatement of food aid to ~1.7M refugees
 - Assessed and optimized operations for two of five regional bureaus representing >50% of WFP's operations (~\$5B), resulted in operational, organizational, and strategic changes endorsed and executed upon by regional directors
 - Built and managed business case model for offshoring processes based on discussions with executives, staff representative bodies, and experts related to key assumptions; model identified ~\$10M annual savings and led to Executive Director's decision to move ahead with off-shoring
 - Managed mission to Syria's regional emergency office and Pakistan's country office to optimize invoice work flow. Mapped process, identified improvement opportunities and process time reductions of ~40% per invoice, global roll-out to follow
- BAIN & COMPANY** Toronto, Canada
Associate Consultant 2012-2014
- Conducted due diligence across \$4B portfolio as member of Bain's Private Equity Group. Performed strategic valuation of assets based on expert interviews and extensive analytical modelling of industries; work persuaded client to acquire
 - Created economic model to assess financial feasibility and operational synergies throughout supply chain in one of largest gold mines in South America for client; identified more than \$50M in savings
 - Led organizational redesign of legal entity management unit for national pension fund with >\$200B in assets; resulted in client hiring Bain for two additional projects and personal job offer
 - Crafted strategic plan for major global priority client with revenues >\$40B through insights from market trend analysis, organizational diagnostic survey, and interviews with key experts and executives; plan presented to senior leadership

ADDITIONAL INFORMATION

- **Awards**: Canada's Top 20 Under 20 for Leadership, Innovation, and Achievement (2008), City of Vancouver Outstanding Youth Award (2008), National Millennium Excellence Award (2008), National Finalist at Canada Wide Science Fair (2007)
- **Interests**: Ultimate Frisbee (placed 2nd twice in Canadian nationals, 3rd in Italian nationals), impact driven innovator (created 100% accurate lie detector and collaborated with police for potential implementation; winner of startup competition in Rome with product addressing food insecurity, partnered with world's largest pasta manufacturer), backpacker (40+ countries)

KRISTIN K. GLASPIE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Majors in Business Analytics and Management

Philadelphia, PA
2016-2018

- VP of Semester in San Francisco entrepreneurship and technology program
- VP of Marketing and former VP of Social, Wharton's Analytics Club
- Active member of Wharton's Tech Club, Retail Club, and Women in Business Club

W. P. CAREY SCHOOL OF BUSINESS, ARIZONA STATE UNIVERSITY

Bachelor of Science; Majors in Economics and Finance, Certificate in International Business

Tempe, AZ
2008-2012

- *Summa Cum Laude with Honors*; Cumulative GPA: 3.84; President's Scholarship (merit-based)
- Honors Thesis Project in behavioral economics, *The G-Factor of Cheating*, under guidance of Dan Ariely, Ph.D., Duke University professor & author of *New York Times* Best Seller, *Predictably Irrational*
- Teaching Assistant: Honors Behavioral Economics (2011-2012); Intermediate Economics (2010-2011)

EXPERIENCE

APPLE INC.

Supply Demand Management MBA Intern

Cupertino, CA
2017

- Analyzed sales and shipment data to identify opportunity to improve iPhone supply chain
- Coordinated with reseller operations, supply/demand planning, execution, inbound/outbound logistics, and distribution centers to design a process that allows telecom partners to reduce in-transit inventory times

DELOITTE CONSULTING

Senior Consultant

Consultant

Business Technology Analyst

San Francisco, CA
2016
2014-2016
2012-2014

- Rated in top 5% of performers for four consecutive years

Data Modeling, Data Visualization

- Led team of six in implementing a pricing analytics solution enabling client to analyze more than 10M transactions instantly and identify more than \$10MM in pricing opportunities
- Oversaw offshore development of 32 Tableau dashboards and 60 SAP HANA data models
- Managed international stakeholders in Brazil, Mexico, India, United Kingdom, and the Netherlands by hosting daily standups and coordinating weekly status reports

Project Management

- Implemented new processes and procedures to manage technology client team of more than 100 professionals
- Coordinated with seven Project Managers and eight Partners to manage status, issues, risks, and escalations
- Mentored 10 new analysts through project onboarding process to improve satisfaction and retention

Functional Interface Design, Integration Test

- Collaborated with cross-functional project team, client, external vendors and end-users to implement a user interface and rules engine for world's largest health information technology implementation
- Designed integration test plan and directed team of seven through successful execution of 200 test scenarios

Business and Practice Development

- Spearheaded team of three in building \$50MM SAP Analytics practice by creating sales and employee development plans
- Developed strategic relationship with consumer products client winning \$2.4MM in pricing analytics work
- Organized series of networking events for Information Management practitioners; grew practitioner engagement by 600%

ADDITIONAL INFORMATION

- **Technical Skills:** SQL (project experience), Tableau Data Visualization (project experience), SAP HANA Data Modeling (expert), Microsoft Office – Excel, PowerPoint, Word, Access (expert)
- **Project Management Methodology:** Agile, Waterfall
- **Leadership:** Onboarding Advisor, Deloitte (2015-2016); Data Management Networking Event Lead, Deloitte (2013-2015)

LAURENCE I. GROOT

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate: GMAT 760, First year Honors, Director's List 2016-2018

Master of International Studies Candidate: East Asia Track, Mandarin Chinese

- First year Honors, Dean's List, Leonard Lauder & John Mayer Fellow: full Lauder Institute, partial Wharton School tuition
- 2-month summer immersion in 2016, expect Mandarin fluency in 2018. GUIDE Mentor to undergraduate students
- Leadership: Director of Career Development, General Management club Active member: Wine club, Ski club

COLUMBIA UNIVERSITY New York, NY
Master of Science; Financial Engineering, GPA 3.54 2008-2009

- Fulbright & Huygens Scholar: full tuition and stipend Hedge Fund Intern: Christofferson Robb Equity Intern: J.P. Morgan

UNIVERSITY OF TWENTE Enschede, Netherlands
Bachelor of Science; Applied Mathematics, GPA 8.34/10 cum laude (highest honors), top 5% of class 2004-2008

- President: Study Association Abacus Teaching Assistant: Stochastic Models Actuarial Intern: Deloitte, Amsterdam

EXPERIENCE

THE ESTEE LAUDER COMPANIES New York, NY
Presidential Management Associate Intern - Global Marketing Summer 2017

- Identified key causes of EL underperformance in Concealer, developed turnaround strategy to monetize \$40MM opportunity
- Improved analytical capabilities of Estee Lauder brand team & enhanced consumer centricity: Presented solutions to SVP

CAPSTONE INVESTMENT ADVISORS New York, NY
Hedge Fund Intern - Solutions & Strategy Summer 2017

- Initiated and led development of a centralized, high-quality database of historical asset- and derivative prices
- Developed fixed income strategies focused on asset replication and tail risk hedging for the group's first non-equity mandates

MORGAN STANLEY London, UK New York, NY
Associate/Analyst - Fixed Income Sales & Trading 2011-2013 2013-2016

Client Management and Revenue Responsibility

- NY-based independent coverage of hedge funds on broad range of interest rates products: >\$15M annual revenue
- Revenue with client base increased >50%: e.g. turned around relationship with 2 large hedge funds from challenged to #1
- London-based coverage of Dutch, Belgian and Luxembourgian pension funds, banks, asset managers and insurers
- Key driver behind MS' sales team of 4 voted best Benelux coverage in 2013 independent client ranking, vs 4th in 2011

Project Management and Data Analysis

- Optimized organizational structure of NY sales division: Led hiring of 2 sales assistants, designed roles and responsibilities
 - Launched and led a project to save >\$10M in annual capital costs on options through more efficient balance sheet usage
 - Acted as NY-based expert on Europe; Strengthened ties between NY and London: 30% EUR revenue growth with US clients
- Leadership and People Development*
- Led cross-functional global team of 8 structurers, traders and sales designing trade ideas: created a \$10M revenue channel
 - Excellence in Recruiting Award: Designed Benelux recruiting program, led hiring process resulting in 2 new hires in 1st year
 - Initiated tutor program for high school students from challenged backgrounds, significantly improved college admission stats

J.P. MORGAN London, UK
Analyst - Fixed Income Sales 2009-2010

- Covered Dutch institutional investors as well as central banks, developed derivative pricing tool used extensively by clients

ADDITIONAL INFORMATION

- **Entrepreneurship** Expand global business for Chinese apparel firm Changzhou Kris: 40% revenue increase since 2014
- **Volunteering** **Fulbright Program:** Mentoring students **Netherlands-America Foundation:** Fundraising scholarships
- **Languages** Dutch native, Mandarin Chinese and German advanced, French reading proficiency
- **Interests** ClassPass workouts, skiing, speed-skating, chess (3x provincial youth champion) and history
- **Work Authorization** US Permanent Resident, Dutch Citizen

SONAM GUPTA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Marketing & Operations; Business Analytics

2016-2018

- Wharton Consulting Club: Director of Employer Relations; Wharton India Economic Forum: Director of Sponsorships
- Wharton Community Consultants: Advised Clean Air Council on developing financial model for solar outreach in Philadelphia
- Memberships: Wharton Technology Club, Wharton Dance Studio, Wharton Guide Program, Wharton Women in Business
- GMAT 730 (96th percentile)

INDIAN INSTITUTE OF TECHNOLOGY, GUWAHATI

Guwahati, India

Bachelor of Technology in Chemical Engineering

2007-2011

- CGPA: 8.5/10; among top 5 students in class
- Leadership: Co-founded Choreography Club: Led club to an official status under the Cultural Board, growing it to 120 members participating in 5 National events across India; Girls Badminton team captain at Inter-IIT sports meet

EXPERIENCE

PEPSICO NORTH AMERICA NUTRITION (NAN) UNIT

Bradenton, FL

Supply Chain Strategy Intern

Summer 2017

- Devised Total Productive Manufacturing (TPM) strategy and aligned NAN senior leadership team to improve line efficiencies by 5%, promoting workforce engagement and ownership across 8 Gatorade, 4 Quaker and 3 Tropicana sites
- Conducted site employees' interviews and surveys for 15 sites to identify improvement opportunities; built workbook for stakeholders in value chain providing guidelines on roles and responsibilities; designed analytical tool to track success metrics
- Devised union negotiation strategy for site leadership to persuade workers to drive change management

DRUMS FOOD PVT LTD (CPG start-up)

New Delhi, India

Summer Intern

Summer 2017

- Developed new product roll out strategy for growing CPG start-up; conducted market research to identify and evaluate potential products by assessing growth prospects, consumer dynamics, competitor landscape, and brand & financial synergies

PEPSICO INDIA HOLDINGS PVT LTD, CONCENTRATE MANUFACTURING (CM) PLANT

Punjab, India

Engineering Manager

2014-2016

Capital Manager

2012-2014

Graduate Engineer Trainee

2011-2012

- Awarded Best Employee with the highest performance rating at site; Among top 10% of PepsiCo India (20,000+ employees)
- Awarded Best Project Manager for navigating India plant through business continuity crisis at Global Technical Services Forum at Ireland and Leadership Forum at Bangkok

Leadership and Teamwork

- Led a team of 10 managing assets worth \$120M for India's only PepsiCo CM plant, serving 38 bottling plants across SE-Asia with 150M beverage bottles sold and \$500M turnover with 10% YOY growth
- Worked with PepsiCo Asia SAP Implementation team and IBM consultants to implement the warehouse management system (WMS) to manage inventory worth \$20M and trained >20 operators on WMS

Strategic Planning

- Devised 5-year Strategic Expansion Plan to meet 10% YOY India Business growth through data analysis on capacity utilizations, regulatory developments, and logistic challenges; Secured budget approval of \$20M by CEO
- Strategized with sites in US, Latin America, Asia, and Europe to develop corporate manufacturing strategy, leading to installation of 10 lines worth \$10M

Operations

- Led procurement of "Make" and "Non-Make" capex goods and services, imported 15+ machines worth \$2M from Germany, Japan, Malaysia, and USA and negotiated savings of \$500K
- Led capital portfolio of \$1.8M p.a. to implement 3 process improvement and 2 safety projects plant wide, reducing manpower requirements by 10%, increasing uptime by 20% and saving \$30M

ADDITIONAL INFORMATION

Activities: Co-founded Women Cell at PepsiCo site to support Girls Orphanage and started 4 stitching schools and 2 computer learning centers to develop 50 + self-dependent girls; Co-organized Technothon, an inter-school Technical Olympiad with 5K participants from 200+ schools

Interests: Dance, Badminton, Trekking

JULIE WEI JIA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Majors in Operations and Marketing

Philadelphia, PA
2016-2018

- Trek VP, Technology Club; VP of Conference, Entrepreneurship Club;
- Member of Consulting Club, Innovation & Design Club, Storytellers, and Wharton Dance Studio
- *Relevant courses: Intro to Programming Languages and Technique, Enabling Technology, Product Design*

THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Business Administration; Business Honors Program; Major in Finance, Minor in English

Austin, TX
2008-2012

- Marketing & Internal Affairs Director, Student Volunteer Board; Pitch Analyst, Finance Analyst Program; 2nd Place, Student Consulting Initiative; Recruitment and Retention Committee Lead, Student Government

EXPERIENCE

AMAZON.COM, INCO

Sr. Product Manager Intern –Jarvis, an internal workflow visualization service

Seattle, WA
Summer 2017

- Conducted customer survey and interviews to uncover the key values of Jarvis to customers and identify the targeted customer segment for Jarvis
- Proposed a product integration with an AWS service to directly address the targeted customer segment. This integration will increase Jarvis' customer base by 18x
- Drove alignment between Jarvis' and AWS service' software development teams by providing customer testimonies, conducting prioritization analysis, and establishing development tenants
- Created user stories, designed product requirements, and created wireframes for the integration to be taken by development teams to execute immediately

MICROSOFT CHINA

Strategy Analyst

Beijing, China
2014-2016

- Launched two mobile productivity products in China by collaborating with product and engineering teams. Responsible for product strategy, business prioritization, and go-to market readiness
- Initiated new product features, influenced product and engineering teams' roadmap decisions by collecting primary user research data from 50 Chinese businesses
- Defined and presented Microsoft's winning cloud service scenarios in China to Microsoft CEO and his senior leadership team
- Led local growth through acquisition effort, initiating a breakthrough partnership with China's e-commerce giant and a high-stake investment in a local startup, bringing potentially 3M new enterprise customers for Microsoft

TECHBASE, INC.

Co-Founder

Beijing, China
2015

- Launched a seed accelerator that provides resources and services to jump-start female entrepreneurs' startup businesses in China's technology industry, managing a team of 5 partner-time employees and volunteers
- Headed product and program strategy and development. Brought onboard 50 startup teams within the first three months

MICROSOFT FINANCE ROTATION PROGRAM

Rotation Analyst

Redmond, WA
2012-2014

Greater China Region Subsidiary Finance

- Defined key marketing spending metrics, which guided executive's \$15 million marketing-spend decisions
- Managed \$1 million budgeting negotiation process among five marketing teams by constructing a dashboard visualizing return on investments data

Cloud & Enterprise Strategy and M&A

- Pioneered inorganic growth opportunities for Azure and SQL server
- Developed methods of valuating four private tech companies, values ranging from \$1 million to \$100 million, closing a \$20 million acquisition by end of the rotation

Microsoft Office Division Finance Revenue

- Drove all financial reporting for \$700 million Office Academic business for two quarters
- Owned the financial model of Student Option project that made Office 365 free for all university students across the US

Internal Audit

- Identified business processes risks, surfacing a major operation gap in Windows Store release readiness to the division VP

ADDITIONAL INFORMATION

- **Professional Skills:** Beginner in Python, Java, and SQL.
- **Interests:** an avid painter; hiking enthusiast; reading, especially early modern literature and behavior psychology; novice tennis player
- **Languages:** fluent in Mandarin, beginner in Latin

LAURIE JOSEPHSON

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EDUCATION

- THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA** **Philadelphia, PA**
Master of Business Administration Candidate; Majors in Business Analytics and Organizational Studies **2016-2018**
- People Analytics Center Intern; Independent study on Leadership Assessments with Dr. Adam Grant & Dr. Cade Massey
 - Club membership: Data & Analytics, Human Capital, Technology, Photography, and Design & Innovation
- CORNELL UNIVERSITY** **Ithaca, NY**
Bachelor of Science in Industrial and Labor Relations; Minor in Policy Analysis & Management **2007-2011**
- Cornell Class of 2011, Alumni Class Officer; Cornell Daily Sun (student newspaper), Production Manager

EXPERIENCE

- APPLE INC.** **Cupertino, CA**
Retail Workforce Planning & Operations Intern **Summer 2017**
- Made recommendations to innovative and improve workforce planning initiatives for the Apple Retail stores
 - Researched labor laws and cultural nuances abroad to determine global recommendations for retail employee scheduling
- CORPORATE EXECUTIVE BOARD (CEB), A Best Practice Insights and Technology Company** **Washington, DC**
Senior Product Analyst, Workforce Surveys & Analytics **2015-2016**
Senior Analyst, New Product Development Team **2014-2015**
- Worked with CEB researchers and engineers to design, test, and deliver products for Fortune 500 Talent Management teams
- Selected Projects**
- Workforce Surveys Natural Language Processing (NLP) Tool
- Designed a tool to analyze open text survey comments for the \$30M survey business; Managed a team of 5 coders and 3 organizational PHD's to successfully build the tool in Python
- Talent Analytics Dashboard
- Supervised a team of 15 data scientists and IT professionals to build a talent analytics dashboard; Created 150 hypothesis-based visuals of client HR data in Microstrategy with an offshore IT team; Cut projected time for data analysis by one month by overseeing the creation of standardized metrics and visuals
- Community Involvement
- Women@CEB Communications Lead: Designed and gathered content for quarterly newsletter shared with 750 members
- ACCENTURE** **New York, NY**
Strategy Analyst, Talent & Organizational Performance **2011-2014**
- Developed training and change management programs to facilitate large technology implementations
- Selected Projects:**
- Minneapolis Based Retailer: Communications Lead, Change Management Team
- Tracked and delivered communications impacting 10,000 corporate team members for Point of Sale upgrades; Reengineered project meeting structure to better organize steering committee and team-wide project updates
- Atlanta Based Bank Holding Company: Business Process Specialist, Deployment Team
- Directed a team of 40 employees to provide onsite support for updated loan software impacting 5k employees; Compiled and presented weekly metrics apprising the steering committee of loan progress and system malfunctions
- New York City Based Utility: Training Consultant, Oracle ERP implementation
- Developed training materials viewed by 2.5k + employees for changes resulting from a \$300M ERP implementation; Materials influenced a team of unionized workers to adapt new technology amidst a great deal of resistance
- Community Involvement
- Analyst Action Committee Social Chair; New York Office Eco (Environmental) Team Events Chair

ADDITIONAL INFORMATION

- **Interests:** Food, Travel, Photography, Mountaineering, Pi Recitation Contests
- **Computer Skills:** Microstrategy, R, SQL, Excel, Visio

SABRINA LIN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Majors in Business Analytics and Strategic Management **2016 - 2018**

- **Clubs:** Social VP of Asia Club. Member of Consulting, Technology, Analytics, Marketing, General Management, Dance Studio
- **Leadership Immersions/Intensives:** Atacama Desert Expedition, Quantico Military Simulation, Gathering Intelligence Through Conversation (FBI Hostage Negotiation Team), New York City Fire Department (FDNY)

SDA BOCCONI SCHOOL OF MANAGEMENT, BOCCONI UNIVERSITY **Milan, Italy**
Master in Fashion, Experience and Design Management (MAFED) **2011**

- **Field Project:** Analyzed and presented luxury consumer insights in Italy, Russia, China and US for Fondazione Altagamma

NATIONAL CHENGCHI UNIVERSITY **Taipei, Taiwan**
Bachelor of International Business **2006 - 2010**

- **Leadership:** Public Relations Leader of International Business Department, Cultural Ambassador of Council on International Educational Exchange (CIEE), Supervisor and Treasurer of Ballroom Dancing Club
- **Study Abroad:** Stanford University (Summer 2007), UC Berkeley (Summer 2008), Central Saint Martins (Summer 2010)
- **GPA:** 3.85/4.0

EXPERIENCE

FRESH DIRECT **New York**
Business Expansion Analyst Intern **Summer 2017**

- Built model to analyze data to drive assortment expansion planning decision-making for the Wine and Spirits Department
- Generated new business ideas for FoodKick (an on-demand business); led a team to present to company senior management

ROGER VIVIER (TOD'S GROUP) **Paris, Shanghai, Hangzhou, Beijing**
A listed Italian luxury group with global sales revenue of \$1.1 billion in 2015 (Roger Vivier brand \$170 million)

District Manager/ Retail Operations Associate **2014 - 2016**
Store Manager/ Management Trainee **2012 - 2014**

Strategy and Leadership Experience:

- Managed and trained 50-person sales team; headed operations for 6 out of 12 stores in China
- Analyzed sales, KPI results and market trends to optimize incentive schemes, resulting in 14% higher sell-through rates
- Tailored store action plans and on-site coaching to drive performance and customer satisfaction; awarded "Most Stable Team" (Shenyang) and "Best Service" (Xi'an)
- Customized China stores' visual merchandising strategy based on market trends, increasing average conversion rate by 21%; presented strategy to Paris global executive
- Analyzed 7000+ databases and created a retail-oriented CRM system with IT department, overhauling sales management

Sales and Marketing Experience:

- Expanded sales and increased YOY sales by 30%, reaching \$16m annual turnover
- Led cross-functional team of 60 to launch VIP events, each resulting in ROIs over 200%; events attended by Vogue, ELLE
- Trained staff in customer relationship (CRM) techniques; earned No. 1 seasonal MSP (mystery shopper) rating (Hangzhou)
- Received accelerated promotions; youngest ever promoted to District Manager

Operations Experience:

- Initiated operational procedures set-up within retail team and across other functions
- Opened stores in new cities, resulting in best ever opening sales (Qingdao) and best performing luxury footwear store (Beijing) in China's top mall, beating floor average by 238%
- Created China Retail Operations Manual to standardize operations; currently referenced by over 100 retail staff
- Optimized Hangzhou store stock management, reducing labor costs by 57%
- Recruited Hangzhou store team with no turnover after 2 years; executed all opening activities, surpassed opening goal by 41%

BANK OF AMERICA MERRILL LYNCH **Hong Kong**
Global Wealth Management Intern **Fall 2010**

- Conducted data analysis, investment portfolio building and asset allocation
- Organized pitch books for various investment product categories; assisted CIO with research for individual investments

MAX MARA FASHION GROUP **London**
Wholesale Sales Coordination Intern **Summer 2012**

- Analyzed deliveries and sell-through performance of each point-of-sale (such as Selfridges, Harrods, Harvey Nichols)
- Prepared budgets, price point and sales figure analysis; monitored inventory, product trends and sales campaigns

ADDITIONAL INFORMATION

- **Languages:** Mandarin Chinese (native), Italian (intermediate), Spanish (elementary), French (elementary)
- **Interests:** Travel (over 35 countries across 6 continents), ballroom dancing (5 Latin styles), wine (WSET levels 1 & 2, International Diploma of Mastro Coppiere), gemology (GIA Accredited Jewelry Professional Diploma)
- **Business Software:** Advanced in Microsoft Office including Excel, PowerPoint and Word
- **Citizenship:** U.S.A.

BINU SISUPALAN NAIR

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Strategic Management and Business Analytics

2016-2018

- President of Wharton Global Impact Consulting Club, Director of Wharton India Club, Organizing Member of Wharton India Economic Forum, Crew Member of Wharton Follies and Drummer at Battle of the Bands
- GMAT: 760/800 (99th Percentile)

INDIAN INSTITUTE OF TECHNOLOGY

Madras, India

Bachelor of Technology in Electrical Engineering

2004-2008

- Event Coordinator for the institute's annual All-India cultural and technical student festivals, attended by over 25,000 people
- Played drums for the institute band and represented the institute for various inter university music festivals.

EXPERIENCE

AMAZON.COM

Seattle, WA

Senior Program Manager

Summer 2017

- Identified opportunities to reduce the last mile cost per delivery for Amazon Fresh (membership grocery delivery service) by up to 13%. Learnt to use SQL and Tableau as a part of the job.
- Implemented the proposed solutions at a delivery station in SF, identified scope for further improvement by performing site visits and monitoring daily metrics and developed a roll out plan for implementation in all the other stations.

EASTERN UNITED PETROLEUM SERVICES

Kuwait

Sales Engineer, Logging & Perforation

2015-2016

- Delivered technical and consultancy solutions to Oil/Gas sector clients (Kuwait Oil Company and Chevron) about formation evaluation and suggested the optimal services based on well condition.
- Introduced a new technology in Kuwait market in collaboration with another Denmark based company thereby resulting in new projects worth close to \$1 million.
- Streamlined the work process and reduced the average product delivery time from 9 days to 3 days by redefining responsibilities and improving accountability of the employees.

HALLIBURTON ENERGY SERVICES

Kuwait

Field Service Coordinator, Logging & Perforation

2014

- Led a multinational team of 20 direct report engineers and 40 technicians and operators. Credited as the youngest coordinator ever in Halliburton, Kuwait.
- Achieved operational efficiency of over 97% against a company target of 95% by performing frequent field audits and developing an internal training system for the employees.
- Managed mobilization and demobilization of equipment worth around \$30 million and optimized utilization of assets, resulting in an 8% increase in revenue.

Field Professional (Associate, General and Senior), Logging & Perforation

2009 – 2013

- Received “Most Value Added Performer” Award, chosen from a global pool of employees, on two different occasions for exhibiting excellent service quality and safety records.
- Trained more than 10 Field Engineers and mentored more than 15 operators to enhance their capability and performance in various services provided to client.
- Supervised projects that generated revenue of more than \$4 million in 2012 and 2013 each, the maximum revenue by an engineer for each year.
- Appeared within top two ranks in all Halliburton trainings conducted in Egypt and US.
- Led mission critical, time sensitive rig projects involving hazardous radioactive materials and explosives in more than 400 different wells under hostile environmental conditions.

ADDITIONAL INFORMATION

- Social Impact: Led a team of four members to work on the concept of village co-creation as a part of Wharton Global Impact Consulting Club in collaboration with Gengxin, a social enterprise based out of an ancient village in rural China.
- Community: General Secretary of the non-profit organization, “Apna Bharat Society”, which is registered with the Indian Embassy in Kuwait. Organized cultural programs and raised money for charity in India.
- Awards: First rank holder in Regional Maths Olympiads, India.
- Languages: English, Hindi, Malayalam, Tamil, Arabic (Elementary)
- Interests: Music, Travelling, Cricket, Rubik's Cube

GENEVIEVE O'MARA

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Entrepreneurial Management and Finance 2016-2018
Master of International Studies Candidate; Focus in Latin America & Spanish

- Consultant, Business Building Program, Small Business Development Center
- Member of Entrepreneurship Club, Founders Club, Private Equity & Venture Capital Club, Wharton Women in Business

DARTMOUTH COLLEGE Hanover, NH
Bachelor of Arts in Geography; Magna cum Laude 2007-2011

- Awards & Achievements: Rufus Choate Scholar (top 5% of class senior year); Bob Huke Award for Excellence in Geography (awarded to top graduating Geography major); Presidential Scholar Research Assistant
- Leadership: Manager, Collis Student Center; Executive Chair, Philanthropy and Service, Sigma Delta Sorority

EXPERIENCE

SAPHYR (saphyrhome.com) Philadelphia, PA
Co-Founder & CEO 2017-present

- Launched e-commerce home textiles company in June 2017 in lieu of summer internship
- Lead strategy, marketing and sales, negotiations with wholesale accounts and vendors, legal and financial planning
- Conducted market analysis (market sizing, competitive positioning, surveys, interviews) and developed go-to-market strategy
- Profitable within 3 months of launch; 40% monthly sales growth; accepted to Wharton Venture Initiation Program accelerator

DREAMIT VENTURES Philadelphia, PA
MBA Venture Capital Intern, Investment Team Spring 2017

- Conducted industry research, competitive landscape analysis, and valuation modeling for potential new investments in education, health, and urban technology sectors

INITIATIVE FOR A COMPETITIVE INNER CITY (ICIC) Boston, MA
Founded in 1994 by Harvard Business School Professor Michael Porter, ICIC is a nonprofit research and strategy organization with the mission of driving urban economic growth in U.S. inner cities through private sector investment

Associate, Research & Advisory Practice 2015-2016

- Recruited from Urban Business Initiatives department by SVP Research to project manage the evaluation of JPMorgan Chase & Co.'s Small Business Forward (SBF), a \$75 million investment in business incubators and accelerators
- Managed SBF impact assessment, a 5-member team engagement to measure and evaluate 9 incubator and accelerator grantees' performance, regional economic impacts, and effectiveness in driving business growth
- Led quantitative and qualitative research project to guide recommendations for increasing women and minority participation in incubators and accelerators; managed relationship with project's client (JPMC); co-wrote widely distributed public report
- Interviewed >100 business, finance, and government experts for research on entrepreneurial ecosystems and industry clusters

Associate, Urban Business Initiatives 2012-2015

- Managed ICIC's Midwest and Philadelphia partnerships for Goldman Sachs 10,000 Small Businesses, a \$500 million investment to drive economic growth by helping entrepreneurs scale their businesses
- Built partnerships with diverse sets of local and national stakeholders to source entrepreneurs and strengthen ecosystems
- Analyzed financials, operations, and growth strategies of >1000 businesses in due diligence process
- Led a 5-person team in developing and implementing a strategic plan to scale from 12 cities to a national program
- Streamlined internal processes by designing and building database and automating reports, reducing annual labor costs by 6%

MINISTERIO DE EDUCACIÓN – GOBIERNO DE ESPAÑA Madrid, Spain
North American Language and Culture Ambassador 2011-2012

- Moved to Madrid to improve Spanish skills and engage in cross-cultural interaction; worked for the Ministry of Education; led English classes for >200 students in 2 public high schools

ADDITIONAL INFORMATION

- **Interests:** Cycling, running, skiing, helping family with launch and growth of craft brewery
- **Languages:** Spanish (fluent); French (basic)

KATE PARKER

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA
Master of Business Administration Candidate; Major in Management

Philadelphia, PA
2016-2018

- GMAT: 760 (99th percentile).
- Recipient of Robert Rosner Fellowship and Startup Internship Award.
- Selected as Leadership Fellow to mentor and coach 18 first-year students on leadership and teamwork, facilitate learning team development, and TA introductory management class.
- Elected as Out4Business Co-President to set strategic vision, manage \$100K+ budget, and lead 15-person board to educate Wharton students on LGBTQ topics, build community, and engage with prospective students, employers, and alumni.

YALE UNIVERSITY
Bachelor of Arts; Major in History

New Haven, CT
2007-2011

- Contributed to Varsity Volleyball Team (two-time Ivy League champions), LGBTQ Athlete Advisory Committee (Board Member), Q Magazine (Marketing Director), and the Women's Leadership Initiative (Outreach Chair).
- Operations Manager for startup, OSUS. Interviewed customers to identify target market and develop sales strategy.

EXPERIENCE

TULA (early stage consumer startup)
Marketing Strategy Manager

New York, NY
Summer 2017

- Designed and launched ambassador program by analyzing margin and customer acquisition costs, creating incentive structure, identifying influencers, and on-boarding ambassadors. Increased gross online revenues by 5% in first month.
- Analyzed data for special projects for the CEO, including determining ROI of marketing emails, identifying best minimum order value for gift with purchase, and evaluating marketing promotions based on CLV and CAC.
- Collaborated with CEO on airline amenity partnership: evaluated third party vendors, created brand deck, and performed pricing analysis. Projected to sell 1.5M products in 2018.

AMERICAN EXPRESS
Product Owner

New York, NY
2015-2016

- Led agile team of 16 software engineers, designers, and testing analysts; rated by manager in top 10% of product owners for project management, team satisfaction, and stakeholder relationships.
- Developed a streamlined card application site by synthesizing business and technical requirements across 32 card products, 12 channels, and 3 systems; reduced development time to add a new card to site from one year to one month.
- Analyzed competing priorities from marketing, engineering, risk and compliance stakeholders according to business value and technical risk; created and recommended a prioritized product roadmap for 2016 and negotiated sign-off from leadership.
- Shortened start-to-finish project duration from 10 to 6 weeks by restructuring project scope and dependencies; led team to build a multi-card application site that added a projected \$1B in annual billed business.

MODUS AGENCY
Project Manager & Business Analyst

New York, NY
2012-2015

- Managed international team of 8 engineers and testing analysts to develop software products for financial services client.
- Optimized client's teller scheduling system by interviewing tellers and managers, gathering HR requirements, designing web application, and writing functional specifications for engineering team; reduced client labor costs by \$500,000 / year.
- Redesigned operational process and software application for client to track and collect customer's bounced checks; created monthly training program for tellers; decreased teller's data entry time by 95% and improved collection rate by 11%.
- Executed process change from waterfall to agile development methodology, increasing Modus profit margins on account by 5% while maintaining highest level of client satisfaction.

ADDITIONAL INFORMATION

- **Interests:** competing in CrossFit, listening to RadioLab, traveling on a budget, making tacos from scratch.
- **Community:** mentor a low-income high school student monthly through Student Sponsor Partners (2012-2016).
- **Skills:** proficient in SQL for data analytics, learned design in General Assembly's User Experience course (2013).

KATE SCHOFIELD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Business Analytics and Marketing

2016-2018

- *Awards:* Director's List (top 10% of class), Wharton Fellowship (merit scholarship for professional achievement).
- *Leadership:* Leadership Fellow (highly selective leadership program focused on mentoring first-year students and facilitating team development), Teaching Assistant for *Strategic Marketing* and *Microeconomics for Managers*, VP of Competitions for Wharton People Analytics Conference.
- *Extracurricular:* Member of Wharton Data & Analytics Club, Technology Club, and Marketing Club.
- *GMAT:* 760 (99th percentile).

UNIVERSITY OF VIRGINIA

Charlottesville, VA

Bachelor of Arts with Distinction, Major in Economics and Biochemistry

2008-2012

- *GPA:* 3.94/4.00; SAT 2380 (800 M / 800 V / 780 W).
- *Awards:* Echols Scholar (awarded to approximately 6% of incoming class for demonstrated intellectual curiosity and self-motivation); Intermediate Honors (awarded to top 20% of class after two years); Dean's List (eight semesters).

EXPERIENCE

APPLE INC.

Cupertino, CA

MBA Intern, AppleCare Demand Planning

Summer 2017

- Built model to forecast weekly customer demand for over 400 high-volume service parts for new Mac product introductions. Developed scalable analytic tool in SQL to automatically generate part-level forecasts across over 60 countries and five repair channels, reducing manual process time from more than 16 hours to less than five minutes.
- Worked cross-functionally with supply planning and readiness teams to identify relevant forecast requirements.

ANALYSIS GROUP, INC. (*Economic, Financial, and Strategy Consulting*)

Washington, DC

Senior Analyst

2013-2016

Analyst

2012-2013

Business Analytics and Modeling

- Developed model incorporating sales data and results of conjoint analysis to estimate consumer demand for smartphone and tablet features in *Apple v. Samsung* litigation. Results contributed to reduction in client exposure to damages awards by \$2B.
- Led team of three analysts in assessing reliability of smartphone survey. Designed, fielded, and analyzed modified survey of 2,000 consumers to demonstrate that original results were inflated by over 10X.
- Analyzed results of adaptive self-explicated conjoint survey using multivariate regression to estimate market valuation of grass seed attributes. Presented findings to senior management and recommended changes to project strategy.
- Led cross-functional team of business analysts, programmers, and data scientists across four offices in modeling consumer willingness to pay for mobile device attributes, decreasing client exposure by \$100M.

Strategic Thinking and Research

- Evaluated customer needs across market segments and value proposition of top cooking appliances brand to address likelihood of future expansion into low-income segment. Utilized results to oppose proposed \$3B merger.
- Conducted market analysis and competitive benchmarking to evaluate distribution strategy of luxury skincare product, establishing that overexposure was diluting brand equity. Summarized findings in comprehensive report delivered to client.
- Analyzed competition, consumer behavior, and trends in mobile industry to assess importance of processor speed to brand identity and positioning of top consumer electronics company, contributing to damages award of over \$230M for client.

Leadership and Team Development

- Promoted six months early from Analyst to Senior Analyst (less than 25% of analysts received early promotion).
- Selected as Analyst Recruiting Coordinator for DC office. Reviewed over 400 resumes, interviewed analyst candidates, and collaborated with senior staff on hiring decisions. Consolidated, tracked, and managed feedback on all analyst candidates.
- Headed training and peer-mentoring programs for incoming class of 11 analysts. Expanded and updated training program to reduce onboarding time for new hires. Led advanced analytics trainings in Excel and SAS.

ADDITIONAL INFORMATION

- **Technical Skills:** Excel advanced analytics, R, SQL, Tableau, SAS, STATA, VBA (beginner), Python (beginner).
- **Interests:** Behavioral economics, consumer behavior, crossword puzzles.

ISABEL VASCONEZ

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Entrepreneurship and Statistics

Philadelphia, PA
2016 - May 2018

- *InSite* Fellow 2016. **Sidecar**: start-up uses machine learning and big data to enhance marketing decisions at e-commerce retailers; project **assessed dynamic couponing** feasibility to increase conversion rates. **GoPuff**: start-up replacing convenience stores with fast, low cost, delivery services across main cities in the US; project assess **international expansion**
- Wharton Impact Investing Partners Associate / Financial inclusion space – research start-ups at seed and early stage, perform due diligence and present to Investment Committee. Potential investments from 50k to 250k USD.
- Organized LATAM PE/VC Competition 2017. Innovation courses. Club member: Technology, Finance, Entrepreneurship

HARVARD KENNEDY SCHOOL OF GOVERNMENT, HARVARD UNIVERSITY

Master of Public Administration Candidate; Focus on International Development

Cambridge, MA
2015 - May 2018

INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY

Bachelor of Business Administration; Honorable mention (93/100)

Monterrey, Mexico
2007-2012

- Specialization: “Banking & Insurance” at HEG (Switzerland), “Doing Business in China” at Fudan University (China)
- Selected for ALPHA Program (Top 10% of admissions test); received additional art, science and language, special courses

EXPERIENCE

RENT THE RUNWAY

Customer Experience Strategy

New York City, USA
Summer 2017

- Enhanced overall strategy of two main channels to reach clients. Developed productivity test and analyses to refine organization and staffing models. Set strategy for generating revenue through this team and started to test to refine initiatives

POWERGEN RENEWABLE ENERGY

MBA Fellow

Nairobi, Kenya
Summer 2016

- Managed proposal to electrify ~8k households through PG “Smart Grid”, and to Operate and Manage the grid. Also, developed and implemented shareholders’ management tools and processes

AMBACAR

Summer Fellow

Quito, Ecuador
Summers of 2012 and 2015

- Developed innovative financing product to enable low-income clients to buy a car at fair rate - expanded sales by 25%
- Managed assessment and planning of first Ambacar’s (Vehicle Assembler, Distributor, and Marketer of one of top 10 brands in Ecuador) international expansion to Colombia. Analyzed market, planned strategic steps and determined success factors

THE BOSTON CONSULTING GROUP

Associate

Mexico City, Mexico
2012-2015

Sales and Strategy

- Designed Sales Force Effectiveness for Arizona’s BU of top 5 worldwide building material player and largest in Latam. Client segmentation now is key pillar of worldwide effort, direct initial impact: volume sales increased 10% to 20%
- Analyzed market competitiveness for re-definition of road-to-market, portfolio strategy for Venezuelan branch of second worldwide largest wine and spirits company (~\$10B US net sales in 2013)

Data Analysis and Research

- Crafted cross-functional compensation benchmark for 72 entrepreneurs, automated processes to enable yearly replication
- Conducted attractiveness assessment of ~\$5.6B US Mexican auto finance sector; defined entry strategies for consumer finance branch of European bank (\$1,252B US of assets). Investment with 3-7 yrs. Payoff, annual net revenue of \$1.5M US
- Evaluated pricing for one of Mexico City’s public transportation means, proposed strategies to offset low-income subsidy
- Collaborated to analyze Mexico’s competitiveness as manufacturing location for USA, LatAm, Europe compared to China
- Led holistic restructuring analysis, layout action plan with HR director, regional president of US BU, largest Latin-American building materials company (~\$15B US global sales). BU to reduce income 50% given asset swap

Leadership and Communication

- Created continuous improvement program for Mexican branch of multinational agro business (~\$14.8B US sales globally)
- Coordinated BCG Women's Initiative Team External Experiences and affiliation activities
- Selected Mentee for Vital Voices. Mentor: Alejandra Solano, Strategy Director for Genera, top Mexican Microfinance

ADDITIONAL INFORMATION

- **Languages**: Spanish, English, French. **Interest**: Innovation, international development, traveling, playing the violin, painting.

DIVYANSHU BRIJMOHAN VERMA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA, US**
Master of Business Administration Candidate; Major in Business Analytics (GMAT – 720, 94%) **2016-2018**

- Consultant at Wharton Small Business Development Center – advising local entrepreneurs on business and operations strategy
- Director of Wharton’s Energy and Consulting Clubs; Member of Wharton’s Tech and General Management Clubs

INDIAN INSTITUTE OF TECHNOLOGY (IIT) MADRAS **Chennai, India**
Bachelor of Technology in Metallurgical and Materials Engineering **2004-2008**

- Ranked first in class of 42 students who majored in Metallurgical and Materials Engineering

EXPERIENCE

AMAZON **Seattle, WA, US**
Sr. Technical Product Manager – Alexa Smart Home **Summer 2017**

- Analyzed smart home customer lifecycle and identified customer pain points by synthesizing data collected through surveys, interviews, competitor research and customer analytics of more than 8M Alexa users
- Conceptualized new product for smart home customers; developed proposal, 3-year vision and product roadmap detailing design, features, user experience as well as retail and marketing strategy for each milestone
- Presented proposal to VP and received approval from cross-functional stakeholders; product to be launched in 2018

SCHLUMBERGER **Houston, TX, US**
World’s leading supplier of technology and integrated project management solutions to oil & gas companies
Field Service Quality Lead (Product Management and Service Quality) **2015-2016**

- Rated outstanding in last six annual performance appraisals; placed on high-value program for company’s top 1% performers
- Selected by leadership as one of ten managers to be global service quality in-charge for two product lines, to execute Schlumberger’s transformation vision; gathered and analyzed data from operations teams and clients across 85 countries; designed and implemented asset reliability improvement strategies, reducing equipment failures by 55%
- Led team of 10+ manufacturing and design engineers to develop technological solutions for helping clients in key markets overcome new oilfield challenges, generated additional \$2M revenue and created new market for future growth

SCHLUMBERGER **Mumbai, India**
Wireline Field Service Manager (Operations Management and Sales) **2013-2015**

- Spearheaded exploration business for India’s largest oil and gas company, ONGC, and international clients such as British Gas; managed 11 drilling rigs, cross-functional team of 40 and P&L responsibilities; delivered revenue of \$21M/year
- Convinced client to adopt new technology on important exploration project; collaborated with subject matter experts to devise targeted client engagement plan; replaced competitor, made incremental \$6M in revenue and received client appreciation
- Identified key drivers of high field engineer attrition; formulated and implemented action plan to increase motivation and reduce work load disparity – effective engineer utilization increased from 40% to 75% and attrition dropped from 35% to 10%
- Recognized as Best Field Service Manager, out of 11 managers in India, Bangladesh and Sri Lanka, for overall performance
- Selected as one of 35 managers from Middle East & Asia to receive President’s Excellence Award, for identifying major safety risk on offshore rig, effectively communicating recommendations to client and averting catastrophic accident

SCHLUMBERGER **Gujarat/AP/Andaman Islands, India and Abu Dhabi, UAE**
Wireline General Field Engineer **2012-2013**
Wireline Senior Field Engineer **2011-2012**
Wireline Field Engineer **2010-2011**
Wireline Junior Field Engineer **2009-2010**

- Led ultra-deepwater operations in world’s deepest waters (10,000+ ft.); managed teams of five to seven and assets worth \$1.2M; acquired and analyzed complex data to help client make major gas discovery of estimated reserves worth \$50M/year
- Oversaw critical operations for shale gas exploration pilot project in India, resulting in first shale gas discovery in Asia – project was awarded CEO’s “Performed by Schlumberger” Silver medal
- Received Wireline President’s recognition for piloting project to deploy new efficient data acquisition software; project scaled up to cover 16 deepwater locations globally, saving clients \$3M annually
- Delivered presentations, conducted interviews and collaborated with HR for campus recruitment at alma mater IIT Madras; mentored 10+ new hires and summer interns

ADDITIONAL INFORMATION

- **Volunteer Leadership:** Organized health campaigns and educational events for underprivileged children as part of Schlumberger’s non-profit initiative in India; volunteered at non-profit in Houston, TX to help refugee farmers cultivate land
- **Interests:** Hiking, martial arts (Karate black belt), reading non-fiction and nature photography (25K+ views on social media)

CHRISTOPHE WILLIAMS

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Entrepreneurial Management **2016-2018**

- Extracurricular: Wharton FinTech (Co-President), Adam Smith (Co-President), Tech Club, Analytics Club, Rugby Club.
- GMAT: 770 / 800 (99th percentile)

WILLIAMS COLLEGE **Williamstown, MA**
Bachelor of Arts with Honors in Mathematics, Philosophy; Concentration in Cognitive Science **2006-2010**

- Defended honors thesis in mathematics on nonlinear dynamics in social networks; awarded Sigma Xi honors.
- Served as VP and Treasurer for one of four residence clusters. Supervised infrastructure and managed the annual budget; partnered with numerous other student groups to hold events. Represented 400 students in College Council over 3 years.

EXPERIENCE

AMAZON **Seattle, WA**
Senior Product Manager (MBA Intern), US Marketplace **Summer 2017**

- Designed and built machine learning models to identify grocery selection relevant to Amazon shopper segments. Worked with partner teams around the world to implement model and scale it to other shopping categories and international markets.

CAPITAL ONE FINANCIAL **McLean, VA**
Product Manager / Business Manager, US Card Marketing & Analysis **2015-2016**

- Led acquisitions of high-spending consumers across company's flagship products, Venture and Quicksilver.
- Created innovative model connecting effects of offline and online marketing, obtained \$10 million testing budget to conduct full analysis. Led small team in analysis of test results, delivered learnings that drive millions in annual value to CEO, Board.

Senior Business Analyst, US Card Marketing & Analysis **2014-2015**

- Developed product strategy for market-leading cash rewards card, Quicksilver, growing new customers through digital channels by 40% annually. Promoted in less than 9 months.
- Designed and launched multi-million-dollar campaigns which successfully acquired customers and built brand value in high-impact target markets, coordinating a half-dozen internal and external teams to ensure flawless planning and execution.

Senior Business Analyst, Credit Analytics and Forecasting **2012-2013**

- Oversaw credit card loss forecasting using advanced financial models in high-visibility, multi-billion-dollar credit portfolios.
- Managed biannual stress testing of full \$70 billion in credit assets, coordinating complex process across 15-member team, developing quality governance, and producing whitepaper for regulators at the Federal Reserve.
- Created visualization and forecasting tool for full team, which is still in use today and cuts human errors by over 50%.

2012 OBAMA PRESIDENTIAL CAMPAIGN **Chicago, IL**
Statistical Modeling Analyst, Analytics Department **2012**

- Developed finely tuned models of voter turnout and candidate support in 2012 battleground states. Mined massive voter-level datasets with >1,000 data fields (demographics, voting history, household info, third-party data). Discovered prediction discrepancies and created new models which overcame poor state data in key variables (e.g. age, party registration).
- Special projects included geo-targeting precincts for allocation of voter protection resources, which successfully dispatched lawyers to thousands of areas under greater threat of vote limitation strategies.

DIGITAS **Boston, MA**
Analyst, Strategy and Analysis **2010-2011**

- Analyzed SEM and site analytics data in financial product campaigns for Fortune 50 company. Created new data collection and measurement processes, which for the first time provided a full view of consumers from marketing to customer stages.

ADDITIONAL INFORMATION

- **Interests:** Travel, skiing, running, hiking, billiards, tennis, crossword puzzles.
- **Languages:** Fluent in French (dual citizen with France), intermediate knowledge of Arabic.
- **Skills:** High proficiency in Excel/VBA, SQL, Stata, R. Experienced in C, Java, Javascript, Python, SAS, Matlab, Tableau.

ELIZABETH FLAVIA ELEANOR WINTLE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA
2016-2018

Master of Business Administration Candidate; Major in Management

- Awarded Wharton Fellowship (scholarship awarded on admittance to Wharton)
- Co-President of Private Equity / Venture Capital Club (700+ members)
- Investment Associate, Wharton Impact Investment Partners – K-12 Education Team (Sector Team Leader)
- Student Life Fellow

VANDERBILT UNIVERSITY

Nashville, TN
2008-2012

Bachelor of Arts, Major in Economics, Minor in Spanish

- Cumulative GPA: 3.76/4.00, Major GPA: 3.90/4.00; Honors: Graduated Cum Laude, Dean's List
- Clubs & Organizations: Kappa Kappa Gamma, Relay for Life

EXPERIENCE

Glamsquad (*Series C funded startup*)

New York, NY
Summer 2017

MBA Intern

- Conducted strategic evaluation of nails division; created / implemented turnaround business plan to drive growth and profitability within the division
- Worked with executive team to select, price and launch new service offering focused on expanding the firm's customer base and reducing sales seasonality; new division to be launched across all geographies in early 2018
- Developed flexible forecasting model to assess viability of expansion to new geographies; model utilized for budget creation for Boston and Orange Country market launches and first 4 years of operation

J.F. LEHMAN & COMPANY (*Private equity fund*)

New York, NY
2014-2016

Associate

- Closed 4 investments (2 add-ons and 2 standalones): determined financial viability and investment merits of acquisitions by analyzing industry trends, assessing future market growth, evaluating product development programs and constructing detailed financial and operational models
- Crafted comprehensive business plan to streamline operations and drive growth (both organic and acquisition) at portfolio company Ravn Air Group; presented plan to Partners for final deal approval of ~\$180 million acquisition
- Collaborated with aircraft maintenance specialists to form bottoms-up forecast for Ravn Air Group's capital expenditures based on cycle limitations of each aircraft, air frame and engine – detailed analysis invalidated management's projections and lowered purchase price in our favor by \$4 million
- Created labor utilization model for portfolio company, National Response Corporation, to measure worker efficiency; led to reduction of labor costs by \$2 million
- Only associate selected to assist in \$700 million fundraiser for firm (largest fundraiser since its inception)

PERU CHAMPS (*Education focused nonprofit start-up / impact investment*)

Lima, Peru
July 2014

Intern

- Built budget and cash flow model to assess magnitude of budget deficit and determine revenue targets required in the future to fund growth initiatives
- Worked with Peru Champs team to develop and implement "Un Paso Por Nuestra Educación" campaign which exceeded target sales volume of 20,000
- Created sensitivity analysis to determine optimal price for campaign related product given costs and consumer preferences

CREDIT SUISSE

New York, NY
2012-2014

Investment Banking Analyst: Global Industrials Group

- Supported transactions and projects; prepared valuations (using various valuation methodologies); produced marketing materials; researched industry trends and assisted in fulfilling clients' requests
- Worked extensively with sellers and executive team of PQ Corporation to craft marketing materials, execute diligence, and ultimately complete sale of majority stake of company valued at ~\$2.5 billion
- Peer leader and training representative: one of 10 selected out of 100 in analyst class to help design the analyst training program and mentor incoming class of analysts

ADDITIONAL INFORMATION

- **Interests:** travel (traveled to 6 of the 7 continents), previously U.S. ranked equestrian, scuba diving, skiing, vampire fiction
- **Positions:** Steering Committee of the Young Professionals of the Americas, Alumni Class Representative for Horace Mann
- **Languages:** Proficient Spanish writer and speaker, completed six-month exchange program in Madrid

WYNNE ACHELIS EVANS

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Management and Marketing

2016-2018

- Member of Consulting Club, Marketing Club, Wharton Crew, Wharton French Association, Wharton Women in Business; Co-President and Co-Treasurer of Wharton Chocolate Club
- GMAT: 720

HARVARD UNIVERSITY

Cambridge, MA

Bachelor of Arts in Romance Languages and Literatures (French), Secondary Field in The Classics

2007-2011

- GPA: 3.74; Degree with Honors
- Four-year athlete on Radcliffe Varsity Lightweight Crew
- Recipient of the Collegiate Rowing Coaches Association Scholar Athlete Award in 2009

EXPERIENCE

BURLINGTON STORES

Burlington, NJ

Strategy MBA Intern

Summer 2017

- Identified growth opportunity of nearly 50% in ladies' apparel business using internal results and industry data
- Recommended to CMO four areas to further develop product assortment and located opportunities in store layout and presentation through analysis of competitive sales data and store execution
- Influenced perception of ladies' apparel customer by developing new insights into her identity and habits through focus group and CRM data analysis; expected to affect merchandising and messaging
- *Intern Group Project* – Identified white space within a branch of ladies' apparel using SWOT analysis and recommended merchandising solutions to executives with a team of 2 additional graduate interns, resulting in management decision to increase focus on this space

PARKER GLOBAL STRATEGIES, LLC, Hedge fund specializing in US Energy Infrastructure

Stamford, CT

Senior Analyst, Foreign Exchange and Master Limited Partnerships (MLPs)

2014-2016

Analyst, Foreign Exchange and MLPs

2013-2014

Junior Analyst, Foreign Exchange and MLPs

2011-2013

Analysis, Research, and Trading

- Analyzed 40 securities for weekly presentation to CEO and Research Committee, resulting in investment ideas
- Updated financial models with quarterly results for US oil & gas MLP securities to inform investment decisions
- Conducted investment and performance analysis as a team of 3 for a new product under review by a major client
- Executed 10 to 30 trade orders per day, compiled and submitted trade reports to track portfolio composition and performance

Marketing and Communication

- Generated marketing materials, including pitch books, presentations, and newsletters, to launch a new fund in February 2014 and to support additional investment in existing funds and indices
- Launched new company website in 2012 and updated monthly to support firm's brand image and boost site visits
- Presented trading procedures and role of research team to potential investors during due diligence meetings
- Provided commentary and monthly press releases to reporters, including Thomson Reuters and Bloomberg

Leadership and Management

- Oversaw the management, training, and professional development of two new hires within the 12-person company, providing mentorship, guidance, and smooth integration into analyst team

CHANEL

New York, NY

Summer Marketing Intern, Makeup and Fragrance

Summer 2009, 2010

- Analyzed competitive market for two potential new product launches and composed product descriptions for 12 fragrances in CHANEL's brand voice

ADDITIONAL INFORMATION

- **Interests:** Reading, travel, recreational rowing (raced in Head of the Fish, Navy Day Regatta, Head of the Charles)
- **Volunteer Positions:** Project HEAL, *Non-profit supporting eating disorder recovery*: Member of Host Committee for annual New York Gala in 2014, 2015, and 2016; Member of Event Planning Committee for New York Gala in 2016
- **Languages:** Conversational fluency in French
- **Additional Honors and Awards:** Groton School: Magna cum laude

ROBERTA GROTH COUTO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Majors in Management and Business Analytics **2016-2018**

- Board Member of Whalasa Club. Member of Finance, General Management, Food and Wharton Women in Business Clubs.

PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO (PUC-RJ) **Rio de Janeiro, Brazil**
Bachelor of Arts; Major in Economic Science **2007-2011**

- Graduated in top 15% students (GPA 7.9/10)
- Selected by PUC professors for CNPq PIBIC Scholarship, a program for university students with high potential for science and technology; collected and analyzed data with Stanford economics professor on high-profile research project.

EXPERIENCE

RESTAURANT BRANDS INTERNATIONAL **Miami, FL**
Summer Leadership Inter **Summer 2017**

- Estimated return of investing in all Burger King's current RE portfolio (~1,600 sites) to select optimal investment allocation.
- Developed structured process to define the yearly Real Estate Investment Plan.
- Built tools to enable plan monitoring (i.e., site quality score card, dynamic return model and sales uplift database).

EQSEED **Rio de Janeiro, Brazil**
Equity Crowdfunding - Consultant **2016**

- Selected potential startups and helped to develop and structure company's second crowdfunding campaign; successfully acquired R\$250,000 in exchange for 12.5% of equity.
- Analyzed business models from potential startups, developed presentation metrics for their campaigns.
- Guided investor relations through new communication channels, such as social media and personal connections.

VINCI PARTNERS **Rio de Janeiro, Brazil**
Junior Fixed Income Portfolio Manager **2013-2016**

- Received direct promotion outside of normal selection process to one of the company's most competitive positions, based on delivered performance, observed strategic and critical thinking and collaborative relationships.
- Traded Brazilian interest rates futures, bonds and debt, responsible for inflation bond market (up to 200% exposure for R\$2B funds); position previously occupied by trader with 7 years of experience. Achieved second best result in first year, out of nine junior and senior traders, generating R\$ 30 million gains.
- Managed P&L controls, cash flow allocation, and funds framework for R\$2.5B in total P&L funds.
- Led Brazilian interest rates futures market during 2015, one of hedge fund's biggest risk budget, reported directly to one of top 3 partners; managed a position of about 6000 contracts, up to 200% exposure for R\$650M in total P&L funds.

Junior Macroeconomic Analyst **2011-2013**

- Forecasted economic/inflation indicators; developed and improved the accuracy of regression models in about 10%.
- Developed inflation forecasts that placed Vinci at Central Bank's national "Focus Top 5" ranking (out of about 120 firms).

Macroeconomic Analyst Trainee, Brazil **2010-2011**

- Developed spreadsheets, analysis tools and construction of database with 10 years of monthly Brazilian macroeconomic data.
- Created innovative internal database and analyses models for Brazil's PPI prices that increased by 15% our forecasts models.

ADDITIONAL INFORMATION

- **Interests:** Gastronomy; Cycling; Reading; Travelling.
- **Additional Experience:** Summer internship in coffee trading company Tristao Trading International (2009, Isle of Man, British Isles). Volunteered to help friends with financial establishment of two startups (food truck and PR company).
- **Languages:** Native speaker of Portuguese, fluent in Spanish.

JIYOUNG HAN (ANGIE)

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Marketing and Business Analytics **2016-2018**

- *Leadership:* Marketing 101 Teaching Assistant (responsible for leading undergraduate recitations and facilitating case discussions), Captain of Wharton's Wildmen Hockey Club, VP of Las Vegas Trek for Travel and Hospitality Club
- *Member:* Wharton's Marketing Club, Retail Club, Korea Club (Mentor for undergraduates), General Management Club

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Bachelor of Science in Economics, Major in Strategic Management and Finance, magna cum laude **2009-2013**

- *Leadership:* Wharton Korea Undergraduate Business Society (Founding member, President), Wharton Undergraduate Consulting Club (MBA Mentoring Program Coordinator/Founder), *The Daily Pennsylvanian* (Advertising Representative), Wharton Small Business Development Center

EXPERIENCE

THE ESTÉE LAUDER COMPANIES, INC. **New York, NY**
Corporate Strategy Summer Intern **Summer, 2017**

- *Teamwork/Communication:* Collaborated on developing key strategic initiatives across ELC's brands, regions and functions focusing on shifts in distribution and consumer engagement to continue to deliver more than \$11 billion in revenue
- *Leadership:* Conducted market analysis and identified new market opportunities and business models to give ELC's business context and competitive environment to the Board of Directors
- *Creativity:* Developed and presented Korean Beauty's implication on consumer trends, competitive dynamics, and business model innovation to the Corporate Strategy team to fully leverage its innovation to other parts of the world; took charge of overall aesthetics of the presentation material and was recognized for its outstanding engagement

BAIN & COMPANY **Seoul/Paris**
Senior Associate Consultant **2015-2016**
Associate Consultant **2013-2015**

RECOGNITIONS

- Received "Role Model" recognition (given to one consultant from each class who epitomizes Bain's passion for results, team spirit, and professionalism); achieved best performance evaluation among SAC in Seoul office in 2015
- First Associate Consultant to receive "Constantly Outperforming" rating for Client Results for building client capabilities
- As Overseas Associate Consulting Recruiting Captain, revamped student recruiting events, doubling attendance numbers

SELECT PROJECT EXPERIENCE

- **Global growth and go-to-market strategy for consumer product companies**
 - Created European growth strategy for one of the largest cosmetics companies in the world based on market positioning and product portfolio (category to SKU level) comparison analysis
 - Evaluated Asia-Pacific market potential for US-based consumer product company; identified Korea as the innovation hub and China as the core volume driver for feminine hygiene product based on consumer and competitor analysis
 - Devised go-to-market strategy in Mexico for major Korean tire company; designed and led client's first global training session in 30+ years history for overseas sales directors in seven countries, resulting in global roll out of new training in 20 countries
- **Customer and brand strategy**
 - Developed full potential transformation strategy for a global fashion company; redefined handbag market segmentation framework and devised blueprint across product, price, channel and marketing to reposition the brand
 - Designed brand portfolio strategy for a major confectionary company through extensive competitor brand product analysis and benchmarking Japan; resulted in national sold-out and craze of a client product line in the Korean market
 - Established sustainable growth strategy for number one low-cost carrier in Korea; conducted nationwide customer insight surveys and interviews (over 5,000 customers) to assess customer behavior and developed direct sales channel strategy

ADDITIONAL INFORMATION

- **Interests:** Traveling (40 countries, 6 continents; 150 flights), Pilates, water activities, cooking, Korean BBQ, K Beauty
- **Community:** Gi-Bbum Tuh- Center for young adults with mental disability (Mentorship Volunteer), Deerfield Academy Regional Representative (Korea Regional Representative)
- **Languages:** Native speaker of Korean

VINNIE HUNG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Strategic Management and Operations **2016 – 2018**

- *Wharton Global Impact Consultant:* Conducted industry best practice research and developed strategies for providing higher quality instruction for children in rural parts of Kyrgyzstan. Identified 28 potential partner organizations to collaborate with and initiated discussions regarding student and teacher exchange programs
- *Leadership:* Wharton Consulting Club (VP, Employer Relations), Wharton Asian American Association (VP, Social / External Relations), Wharton Retail Conference (Co-Chair), Wharton Women in Business Conference (Marketing Team)

MASSACHUSETTS INSTITUTE OF TECHNOLOGY **Cambridge, MA**
Master of Engineering in Civil and Environmental Engineering; Major in Geotechnical Engineering **2011 – 2012**

- Co-Chair of Civil Engineering Career Fair; Lead Presenter for MIT Women's Initiative

COOPER UNION FOR THE ADVANCEMENT OF SCIENCE AND ART **New York, NY**
Bachelor of Science in Civil Engineering; Major in Civil Engineering **2004 – 2008**

- National Dean's List, Fall 2005 & 2007; National Science Foundation Research Fellow; CRSI Foundation Scholar
- Elected Vice President of ASCE Student Chapter; Founder of National Taiwanese Students Alliance

EXPERIENCE

BURLINGTON STORES **Burlington, NJ**
Strategy & Insights MBA Intern **Summer 2017**

- Collaborated with cross functional team to aggregate and synthesize information on layaway program; conducted interviews with internal experts and analyzed profitability and growth potential (considering margin from sales, costs of labor, costs of occupancy, and markdown risk); presented eight recommendations to VP and Executive Team
- Developed, coded, and launched survey targeting nearly 40,000 customers to understand competitive landscape and determine customer preferences; analyzed findings and identified ways to improve layaway program
- Built cash flow forecast expected to lead to change in layaway fee structure and additional revenue to bottom line
- Analyzed ladies sportswear business with intern team; presented growth opportunities to merchandising executives
- Presented findings from product benchmarking price comparison analysis to CMO and Senior VP of Strategy, revealing areas for additional merchandising focus

SUN & ASSOCIATE ARCHITECTS / WIZART DIGITAL STUDIO **New York, NY**
Operations Manager **2015 – 2016**

- Spearheaded firm initiatives to improve sales and marketing, including website redesign, digital content creation, and design and distribution of over 30,000 new brochures, expecting 10% increase in market coverage
- Improved business development efforts by communicating client needs and concerns to design team in NY and Asia; resulted in a 25% decrease in deliverable turnaround time and a 20% increase in number of contracted projects
- Recognized need for additional HR structure, launched onboarding and company-wide performance review processes, hiring three new candidates and collaborating with legal counsel to ensure compliance with Fair Labor Standards Act

MCMILLEN JACOBS ASSOCIATES **San Francisco, CA**
Senior Staff Engineer **2012 – 2015**

- Developed finite element analysis models to evaluate performance, forecast failures, and recommend alternatives for geotechnical designs of major tunneling and infrastructure projects representing \$3.6B in combined capital costs
- Led coordination and development of project requirements and specifications for contractors, establishing design-construction partnership and implementing quality assurance reviews to prevent change orders
- Conducted construction quantity and cost estimates for Ohio Canal Interceptor Tunnel (\$184M), Iowa Hill Pumped-Storage (\$800M), and Coast Range Tunnel Inspection (\$990K), facilitating project cost estimation

WSP | PARSONS BRINCKERHOFF **New York, NY**
Geotechnical and Tunnel Engineer (only undergraduate hired for position typically requiring masters) **2008 – 2011**

- Received "Award for Excellence in Career Development and Mentoring" for leading the ACE Mentor Program efforts
- Performed engineering design analysis and managed project execution for major NYC infrastructure projects, including No. 7 Subway Extension, Second Avenue Subway Construction, and Long Island Rail Road East Side Access
- Supervised installation and remediation of geotechnical monitoring; analyzed data and presented results to neighborhood residents of Second Avenue Subway (\$17B), communicating construction progress and improving community relations

ADDITIONAL INFORMATION

- **Community Involvement:** American Society of Civil Engineers, Younger Member Forum Vice President, Philanthropy Chair, Social Chair (2014-15); Taiwanese American Professionals, Executive Board Member, Social Chair (2012-13)
- **Languages:** Fluent in Mandarin, and Taiwanese; conversant in French.

MICHAEL M. HUTCHINGS

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance

2016-2018

- GMAT: 750 (98th Percentile); First Year Honors (Top 20% of Class); Directors List, Spring 2017 (Top 10% of Class)
- Member of Private Equity & Venture Capital, Investment Management, Public Speaking, and Ski & Snowboard clubs
- Serve as mentor through Wharton G.U.I.D.E. program; play on club basketball, lacrosse, and tennis teams
- Placed 1st out of 18 teams at Darden @ Virginia Investing Challenge; guest on WSJ MoneyBeat podcast to discuss winning investment idea and research process; placed 1st out of 14 teams at internal Wharton Stock Pitch Competition
- Placed 2nd out of 25 teams from top business schools at Wharton MBA Buyout Case Competition

DUKE UNIVERSITY

Durham, NC

Bachelor of Science; Major in Economics, Minor in History

2006-2010

- GPA: 3.69; Dean's List (Spring '08, '09), Dean's List with Distinction (Fall '08, '09), ACC Academic Honor Roll ('07-'10)
- Four-time letter winner on Varsity Lacrosse Team; National Champion ('10), Finalist ('07), Semifinalist ('08, '09)

EXPERIENCE

VERTS MEDITERRANEAN GRILL

New York, NY

Finance & Operations Intern

Summer 2017

- Supported founder/CEO and CFO of 20+ unit fast-casual restaurant chain through creation/execution of strategic initiatives
- Developed and implemented a metrics-based site selection and development process to support long-term expansion strategy
- Redesigned labor scheduling tool to improve staffing efficiency and store-level profitability

GENERAL ATLANTIC

New York, NY

Senior Associate, Private Equity – Retail & Consumer Group

2014-2016

Associate, Private Equity – Retail & Consumer Group

2014

- Sourced and evaluated investment opportunities in retail & consumer sector for \$20 billion growth equity investment firm
- Helped establish and grow retail & consumer group from 2 to 10 team members; developed food & beverage industry thesis
- Analyzed operations, financials, and management teams of over 150 companies; built operating models and performed valuation analyses; presented top opportunities to firm's global investment committee where 7 out of 8 were approved

Selected Transaction Experience

- *Barteca* – Closed minority investment in high-end restaurant holding company; helped source deal without an intermediary through market mapping; analyzed performance of locations outside of core markets to determine sustainable unit growth
- *Too Faced* – Closed majority investment in prestige cosmetics brand; helped develop prestige cosmetics industry thesis; analyzed performance at top retailers to gain comfort around customer concentration and growth potential
- *CLEAResult* – Supported outsourced energy efficiency program provider; closed and integrated transformational acquisition that diversified its product offering and geographic presence, increasing the company's revenue by roughly 50%

SNOW PHIPPS GROUP

New York, NY

Associate, Private Equity – Generalist

2012-2014

- Analyzed investment opportunities across multiple sectors for \$2.3 billion private equity investment firm
- Developed investment thesis on the food & consumer subsector and evaluated the firm's first acquisition in the space

Selected Transaction Experience

- *FeraDyne Outdoors* – Closed majority investment in high-growth consumable products company; led diligence efforts to better understand performance and market; identified companies in adjacent product categories to source add-on acquisition
- *Service Champ* – Supported automotive aftermarket maintenance parts and accessories provider; led diligence resulting in accretive acquisition of key competitor; recapitalized business to return over 40% of invested capital to Snow Phipps

MORGAN STANLEY

New York, NY

Analyst, Investment Banking Division – Natural Resources Group

2010-2012

- Worked on M&A, capital markets, and strategic advisory projects in metals & mining, chemicals, and oil & gas sectors
- Ranked at top of analyst class and received offer to enter accelerated promotion program

ADDITIONAL INFORMATION

- **Positions:** Member of Duke University Library Advisory Board (2012-Present)
- **Interests:** Basketball, lacrosse, skiing, restaurants, camping, puzzles, biographies
- **Languages:** Proficient in Spanish

AMY KONDO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Strategy and Marketing

2016 - 2018

- Elected to Student Government – Cluster Communications Representative; Selected to participate in Semester in San Francisco program; Member of Consulting Club, Marketing Club, Tennis Club, Return on Equality, and Women in Business
- *Marketing Consulting Project*: Determined mobile store best practices through conducting primary research and interviewing multiple industry expert. Provided recommendation and next steps to e-commerce start-up
- *Corporate Strategy Project*: Evaluated big-box retailer's human capital strategy and store structure long-term profitability

NORTHEASTERN UNIVERSITY

Boston, MA

Bachelor of Arts in Economics and International Affairs, Minor in East Asian Studies

2006 - 2010

- GPA: 3.8, *summa cum laude*, Dean's List (every semester), Excellence Scholarship (merit-based award, top 10-15% of class)
- Co-Founder and Captain of Women's Club Tennis Team; Organized charity tournament raising \$10K for low-income students
- Completed summer program on diplomacy at UN Headquarters in Geneva, Switzerland; Study abroad in Beijing, China

EXPERIENCE

FAHERTY BRAND (\$14M Retail Start-Up; Distributors include Nordstrom)

New York, NY

Strategy & Marketing MBA Intern

Summer 2017

- Advised and assisted CEO with \$1.5M marketing budget allocation based on results of numerous models, analyzing key metrics (sales generated, open/click/repurchase rates, customer lifetime value, customer acquisition cost, etc.) for all paid marketing mediums
- Developed and implemented initial stages of marketing email campaign strategy, projected to increase sales by \$36K/year. Plan based on industry best practices, company's historic email performance, and A/B test results
- Presented first ever e-commerce marketing metrics and key findings to company investor board. Presentation garnered heavy interest and led to increased focus on developing marketing strategy to retain most valuable customers

DEFENSE INTELLIGENCE AGENCY (DIA)

Washington, DC

Strategic Intelligence Team Lead

2015 – 2016

Strategic Intelligence Analyst

2011 – 2014

Analysis & Presentation

- Analyzed, evaluated, and synthesized 50-80 intelligence reports daily from dozens of sources, identifying key trends and salient points relevant for strategic U.S. policy decisions. Advised senior national security officials through written updates and briefings
- Conducted in-depth empirical studies and authored 500+ strategic assessments, including 4 publications directly for the U.S. President and 11 Intelligence Memorandums used to support counterterrorism strategy planning
- Selected 20+ times to brief and advise DIA's most senior information customers including National Security Council, Senior Congressional Staff, Presidential Advisors, Ambassadors, and U.S. and foreign military generals, on high-profile issues

Leadership & Teamwork

- Led 4-person team to fulfill 100+ requests per quarter for policy clients. Collaborated regularly with partners (e.g. CIA, NSA, etc.) and worked closely with clients to tailor content to effectively convey complex information for end-users' needs
- Proactively designed and implemented a structured training program to accelerate development of new employees and junior analysts, improving overall team productivity by 50%
- Winner of selective agency award for commitment to analytic rigor and dedication to team/mentorship in 2016

Senior Intelligence Analyst – Deployment with U.S. Special Operations

2014 – 2015

- Selected for prominent senior analytic position, leading 10-person multidisciplinary team responsible for driving intelligence collection and enabling highly-sensitive special forces operations in East Africa
- Analyzed large data sets and built empirical models to identify exploitable patterns in terrorist activity. Findings used to predict future terrorist action, crucial for daily operational decision making
- Spearheaded exhaustive intelligence study whose results justified a Defense Department request to alter U.S. counterterrorism policy in East Africa; results supported by Intelligence Community; request approved implemented by U.S. President in 2016
- Received highest joint civilian award from U.S. Special Operations Commander for accomplishments during deployment

ADDITIONAL INFORMATION

- **Security Clearance**: Top Secret Sensitive Compartmented Information (TS/SCI), valid through spring 2020
- **Interests**: Solo Thru-Hiking, Scaling 14K ft+ Mountains, Backcountry Camping, Travel, Marathons, Rock Climbing, Tennis
- **Languages**: Conversational fluency in Mandarin and Cantonese Chinese

DREW LAWSON

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EDUCATION

THE WHARTON SCHOOL & PENN LAW SCHOOL, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Majors in Marketing & Operations and Management 2015-2018
Juris Doctor Candidate; coursework in corporate and transactional law

- *Honors:* Director's List all semesters (top 10% MBA GPA), TA: Foundations of Leadership; 770 GMAT (>99th percentile)
- *Positions:* Leadership Fellow; Wharton Customer Analytics Initiative Research Fellow (data-driven marketing research)
- *Activities:* Technology Club, FinTech Club, Innovation and Design Club, Finance Club

YALE UNIVERSITY New Haven, CT
Bachelor of Arts, Major in Ethics, Politics, and Economics 2007-2011

- *Honors:* Selected by faculty for competitive, merit-based major; Distinction in the Major (maintained A average in major)
- *Activities:* 4-year Varsity Lightweight Rower, 2008 national champions

EXPERIENCE

AMAZON Seattle, WA
Product Manager (summer internship) 2017

Defined vision for new product by identifying customer needs through surveys and interviews; wireframing solutions to customer needs; ensuring solutions' economic viability; and working with developers, data science, UX, and business lines

- Designed B2B machine learning functionality to optimize sellers' marketing spend on Amazon, projected to increase product revenue by >200% while generating ~\$130M in profit on new sales and ~\$40M in increased marketing spend annually
- Optimized product economics by pricing based on key sources of customer value, focusing on high-value segments, prioritizing high-impact features, and evaluating the downstream impact on Amazon's broader Retail business
- Developed go-to-market plan—including MVP design, alpha and beta testing, and launch—to rapidly test key product assumptions and risks and accelerate product development and launch

OLIVER WYMAN, Management Consultancy New York, NY
Associate, Financial Services 2013-2015

Managed teams of 1-4 on consulting engagements for leading financial services institutions and engaged with senior and C-level executives through regular client communication and management; structured project approach and analyses

- Designed wealth management business model projected to raise revenue by \$250M (100% increase) for top-5 U.S. bank by defining new strategy, validating business case and pilot, and analyzing ~50M transactions to calibrate compensation plans
- Identified \$300MM in annual savings for U.S. super-regional bank by working with systems engineers across data sources to evaluate the IT infrastructure and quantify the cost of data gaps, including operational, HR, and regulatory costs
- Forecasted capitalization of \$112B balance sheet for U.S. super-regional bank in a simulated downturn by crafting quantitative "stress" scenarios based on business leader interviews, allowing \$1.75B capital increase after the stress test

Senior Consultant, Financial Services 2012-2013

Managed workstreams of 1-2; structured analyses for junior team members and executed complex analyses; crafted and presented project analysis and recommendations to clients and stakeholders

- Increased internal recruiting yield rate by 80% as Yale School Captain by partnering with Recruiting to innovate and implement high-impact, low-cost process changes for my team of 12 consultants and partners
- Increased operational efficiency by 23% for legal function of market-leading insurance company by identifying wide caseload variation, creating a remote unit to allow workload equalization, and defining workflows to facilitate coordination

Consultant, Financial Services 2011-2012

Structured, executed, and presented qualitative and quantitative analyses supporting project findings

ADDITIONAL INFORMATION

- **Technical skills:** MS Excel (expert), SQL (proficient), MS Access (proficient), R (basic)
- **Community service:** Wharton Community Consulting, VP of Client Development—Source and select local nonprofits for MBA consulting client portfolio; One for the World, Charity Selection Committee—Identified high-impact charities for student effective altruism fund; One for the World, Penn Law Co-President—Maximize Penn Law donations to OFTW
- **Interests:** Reading sci-fi and vintage comics; teaching and playing chess, including tournaments and street-play (US Chess Federation rating of 1300 at my prime); Eagle Scout; Wharton Ski and Snowboard Club; Wharton Yoga and Wellness Club

LILLY MA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Management

2016 – 2018

- Director of Operations for the 2016 Wharton Tech Conference; Student Life Fellow
- Recipient of Forté Fellowship for exemplary leadership and commitment to women via community involvement
- First Year Honors (Top 20%); GMAT: 750 (98th percentile)
- Active member of Wharton Technology Club, Fintech Club, Dance Studio, Food Club

DARTMOUTH COLLEGE

Hanover, NH

A.B. in Economics and Asian & Middle Eastern Studies, Magna Cum Laude

2009 – 2013

- GPA: 3.85/4.00, Phi Beta Kappa Society, National Merit Scholar, Founder of Dartmouth Global China Connection
- Business Strategy Intern at 21212, a digital accelerator for tech startups in Brazil
- Economics foreign study at Bocconi University (Italy); Chinese language study at Beijing Normal University (China)

EXPERIENCE

THREDUP (*Series E secondhand clothing retailer; backed by Goldman, Highland Capital, Redpoint Ventures*) **San Francisco, CA** **MBA Finance Intern** **June – August 2017**

- Made recommendations for implementing various discount/rewards programs, based on data analysis, competitor research and forecasting the financial and business impact
- Led development of process for setting, tracking and sharing sales forecasts and metrics among the Finance team, Retail team and store managers at thredUP retail stores (First store opened June 2017, more openings planned)
- Measured performance of new supplier donation program for quality of donated items, sell-through rates and financial profitability on a per-item basis for presentation to the Board of Directors

WASSERSTEIN & CO. (*Now EagleTree Capital, LP; private equity firm with \$1BN+ assets under management*) **New York, NY** **Associate, Private Equity** **2014 – 2016**

- Evaluated investment opportunities by performing in-depth industry, financial and business due diligence and analysis
 - Improved internal process efficiency by redesigning user interface for CRM database used to track deals and sourcing
- Selected Transaction Experience
- *Jamberry Nails LLC* – Leveraged buyout of fast-growing manufacturer of decorative nail products sold via ecommerce
 - Built complex monthly operating model and internal budget by product and geography; forecasted the Company's ability to pay down debt and achieve target returns under various growth scenarios
 - Performed analyses on financial data and key performance metrics that enabled the management team to make strategic decisions regarding compensation incentives, licensing and international expansion
 - *Laundry Detergent Chemicals Company* – \$140 million leveraged buyout (*Unrealized process*)
 - Developed detailed analyses of customer margins and churn at the plant-level; built valuation and projection models
 - Completed diligence calls with industry professionals to evaluate market growth and customer / supplier risk

BANK OF AMERICA MERRILL LYNCH

New York, NY

Analyst, Mergers & Acquisitions Group

2013 – 2014

Summer Analyst, Mergers & Acquisitions Group

June – August 2012

Winter Analyst, Mergers & Acquisitions Group

January – March 2012

- Built operating and financial models to quantitatively evaluate the outcome of mergers, acquisitions, leveraged buyouts, divestitures and other strategic alternatives

Selected Transaction Experience

- Keurig Green Mountain's \$220 million strategic acquisition of Bevyz Global Ltd.
 - Evaluated Bevyz using discounted cash flow analysis to provide guidance on the purchase price; sensitized the valuation model for the impact of key operating drivers based on meetings and discussions with Keurig management
- Sell-side process for Zep, Inc., a \$692 million consumer chemicals company (*Announced April 2015*)
 - Built dynamic LBO based on sponsor ability to pay to evaluate cash flow profile across multiple financing scenarios
 - Analyzed standalone valuation metrics, using discounted analyst price targets, comparables and DCF analysis

ADDITIONAL INFORMATION

- **Interests:** Learning languages (Chinese, Latin, Portuguese, Spanish), mentoring, field hockey, running
- **Community:** Founded *Junior Women in Finance* to connect women professionally and socially in NYC, Board Member for *Dartmouth Asian Pacific American Alumni Association*, Dartmouth Alumni Interviewer for undergraduate admissions

ALEXANDER B. MANSFIELD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Majors in Finance, Entrepreneurial Management, and Marketing 2016-2018

- **Honors:** Director's List (Top 10% of Class), All Semesters; First Year Honors (Top 20% of Class) | **GMAT:** 750 (98th Percentile)
- **Leadership:** PE/VC Club 1Y VP Education & SF Trek Leader; Entrepreneurship Club Co-President; Admissions Fellow; Scotch & Whiskey Club Co-President; Wharton Community Consultants Project Manager; Selected as Management Communication TA

DUKE UNIVERSITY, TRINITY COLLEGE OF ARTS & SCIENCES Durham, NC
Bachelor of Science; Major in Economics, Certificate in Markets & Management Studies, Minor in Sociology 2007-2011

- **GPA:** 3.91/4.00 | **Academic Honors:** Phi Beta Kappa; *summa cum laude*; Dean's List with Distinction
- **Leadership:** Duke University Endowment Research Intern; TA for Corporate Finance and Economic Principles; Undergraduate Conduct Board Justice; Tour Guide Program Recruitment Chair & Tour Guide; Duke University Habitat for Humanity Volunteer Coordinator

EXPERIENCE

BLUE APRON New York, NY
Strategy & Corporate Development Team - MBA Intern Summer 2017

- Completed and presented to executive team a bottom-up, consumer-centric total addressable market assessment that contemplated product affordability and customer paybacks. Analysis conclusions were utilized to direct product innovation and customer segmentation strategy
- Analyzed attractiveness of product expansion, customer segmentation, and margin improvement opportunities to guide growth investments

HARRY'S GROOMING New York, NY
Strategy & Corporate Development Team - MBA Intern Summer 2017

- Evaluated attractiveness and DTC compatibility of multiple product and category expansion opportunities to inform growth strategy
- Developed and recommended to business leaders an internal innovation initiative framework intended to drive CPG breakthroughs

BERKSHIRE PARTNERS Boston, MA
Private Equity - Associate 2015-2016

Private equity firm with >\$16Bn in aggregate capital commitments. Berkshire invests across all industries, with a focus on consumer products, retail, industrial manufacturing, transportation, and business services companies

- Analyzed potential investments, developed investment theses, formulated and executed business / industry diligence, coordinated third-party advisors, constructed granular operating / financial models, and facilitated deal financing / closing
- **Selected Investments and Portfolio Engagements:**
 - **Husky Injection Molding (Leading Manufacturer of Injection Molding Components):** Coordinated ~\$100MM dividend payment. Assisted management team with strategic / growth initiatives, forecasting, and capital allocation decisions
 - **Additional Diligence Experience:** Datacenter infrastructure provider, cloud services provider, automotive tool and equipment wholesaler-distributor, manufacturer of resin-based household and garden products, sensor manufacturer, auto insurance broker

Stockbridge Investors - Associate 2013-2015

Berkshire Partners' public securities fund with >\$2Bn of capital. Stockbridge employs a "private equity in the public markets" investment philosophy by performing extensive company / industry diligence and taking concentrated, multi-year positions

- In addition to above associate responsibilities, redesigned and enhanced functionality of the Stockbridge group's standard analysis and model templates to optimize these tools for investment staff use cases, thereby improving team productivity
- **Selected Investments and Portfolio Engagements:**
 - **Mattress Firm (Leading Domestic Mattress Retailer):** Conducted extensive consumer research, competitor analysis, whitespace / store potential analysis, and returns analysis to evaluate impact of multiple M&A transactions
 - **Precision Castparts Corp. (Manufacturer of Industrial Forged / Investment Castings):** Performed detailed customer research and aerospace cycle analysis, as well as constructed bottom-up commercial aircraft unit production model
 - **Lumber Liquidators (National Flooring Retailer):** Completed in-depth business quality, competitor, and consumer analysis. Following media coverage alleging defective products, formulated and executed a plan to test 40+ product samples with two independent laboratories, as well as consulted with legal and toxicological experts to analyze results
 - **Additional Diligence / Portfolio Experience:** Multiple wireless infrastructure providers, industrial sensor manufacturer, oil storage provider, mortgage underwriting software developer, telematics solutions supplier, travel booking engine

MORGAN STANLEY INVESTMENT BANKING DIVISION New York, NY
Global Industrials Group - Analyst 2011-2013

Financial Institutions Group - Summer Analyst Summer 2010

- Performed extensive financial and valuation analyses as well as developed client materials and confidential memorandums
- Worked with Investment Banking CTO / software engineers to redesign the firm's proprietary Office productivity software
- Coordinated Duke analyst recruiting, including chairing resume review committee and managing targeted candidate "hotlist"
- **Selected Transaction Experience:**
 - **AIG:** Advisor on AIG's contemplated \$26.8Bn sale of 90% stake in International Lease Finance Corporation
 - **Capital Safety Group:** Advisor on KKR's \$1.2Bn acquisition of Capital Safety Group
 - **Mold-Masters:** Advisor on 3i's CAD\$975MM sale of Mold-Masters to Milacron
 - **Edgen Group:** Advisor and bookrunner on Edgen's \$165MM IPO and \$540MM high-yield issuance

ADDITIONAL INFORMATION

- **Community Leadership:** Treasurer ('14-'16) & Chair of Fundraising / Recruitment ('13-'16) for ABLE, a Boston nonprofit that provides students with financial assistance to attend private high schools; United Way PE/VC Associate Council member; Duke Alumni interviewer
- **Interests:** Scuba diving, international travel (30+ countries visited), hiking, a full french press of coffee in the morning

WANJIAO NAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, US

Master of Business Administration Candidate; Majors in Finance and Strategy

2016-2018

- GMAT 760 (Top 1 percentile).
- Co-President of Asia Club; Member of Technology, Entrepreneurship and Finance Clubs.

THE UNIVERSITY OF HONG KONG

Hong Kong

Bachelor of Social Sciences; Majors in Psychology and Finance

2008-2011

- Awarded Serena Yang Scholarship (Top 5%) to cover 50% exchange program tuition fee.
- Active in Debate Team (Asia Debate Competition Winner) and Union Choir (Annual Concert Co-President).

RENMIN UNIVERSITY OF CHINA

Beijing, China

Major in international politics, transferred to the University of Hong Kong after first year

2007-2008

- Top 0.3% in College Entrance Exam in Zhejiang Province, GPA: 3.76/4.00. (Top 5%).

EXPERIENCE

J.P. MORGAN CHASE

Hong Kong

Summer Associate, Investment Banking Division

Summer 2017

- *M&A Experience:* Supported a Chinese PE fund to acquire a Brazilian corn seed business (\$1.1b) carved out from a global chemical company. Supported in LBO model valuation, trading comparable research, and deal negotiation.
- *Debt Experience:* Executed a \$400m High Yield Bond debt project for a leading online car rental company in China. Conducted competitor analysis, reviewed offering memorandum, prepared for investor presentation meetings.
- *Business development:* Supported the team to analyze China railway industry, identified key players along the value chain, prepared company profiles for 10+ players to identify potential business opportunities for the firm.

VIPSHOP

Guangzhou, China

China's third largest e-commerce company, listed in New York Stock Exchange: VIPS.

Strategy Summer Associate, International Channel

Summer 2017

- Analyzed sales performance of import wine and pet food, assessed domestic online competitive landscape, researched custom policy, advised future strategy for department on areas of branding & marketing, product selection, pricing, etc.

SAILING CAPITAL INVESTMENT MANAGEMENT

Shanghai, China

\$7.5B AUM Private Equity Fund initiated by Shanghai Municipal Government, strong in cross-border investment.

Investment Intern (TMT and Cross-Border Education)

Summer 2016

- Conducted research and due diligence to screen 12 business proposals covering e-commerce of fresh food, VR technology, online payment and other O2O sectors, 2 of my recommendations were followed up by investment team.
- Assessed online video market, performed financial analysis and valuation to complete Series A financing (\$1.3m) for China's leading online video searching platform.
- Analyzed cross-border education investment opportunities, participated in a British high school acquisition (\$664m).

PWC HONG KONG MANAGEMENT CONSULTING

Hong Kong

Extensive M&A and strategy project experiences with exposure across China, Japan, Malaysia, Australia, US and South Africa.

Manager

2015-2016

Senior Associate

2013-2015

Associate

2011-2013

- Early promotion to manager (Top 1%), led teams to achieve \$1.5m project sales in 2015.

Due Diligence:

- Assisted many retail and consumer clients to evaluate market landscape, quantify hidden costs and liabilities, and identify operational risks for M&A negotiation and post-deal planning.
- Assisted a leading securities dealer to assess governance structure, management team, and project operation risks of a mining company in Australia. Our findings facilitated a \$3 billion-mortgage negotiation between a bank and investors.

Full Deal Lifecycle & Post-Deal Management:

- Led a team of 5 consultants to support China's largest chemical group in acquiring 4 US plants. Responsible for due diligence, SPA/TSA negotiation, post-deal carve-out/integration plan with 3-year synergy initiatives worth \$2.1m.
- Facilitated establishment of China's largest retail JV between Chinese and British retail groups. Monitored integration of stores, supply chain and back offices to achieve unified operation and business transformation, realized synergies of \$40m.
- Assisted world's leading home appliance company on large-scale Asian M&A transaction (covered 5 countries), particularly post-merger integration in Malaysia. Project awarded "2012 China Best M&A Adviser" by China M&A Association.

ADDITIONAL INFORMATION

- **Interests:** Travelling, Movie/TV, Singing and Music (National Certification), Debate (Asian Award Winner), and Dancing.
- **Other Experiences:** Mentored 20+ high school students/undergraduates in career and academic areas; MC of Wenzhou TV station/DJ in school radio station; Co-founder of an MBA admission sharing platform, formed a team of 30+ mentors and helped 2,000 applicants via coaching, blog & other social media sharing
- **Qualification and Skills:** HKICPA (completed all exams), SPSS, JMP.
- **Language:** Native speaker of Mandarin, proficient in English and Cantonese, beginner in Korean.

SIMRAN J. SINGH

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Management, Marketing and Operations

2016-2018

- Wharton Follies (Head Writer), Wharton Charity Fashion Show (Fashion Committee)
- Teaching Assistant for Barbara Kahn, Director of Jay H. Baker Retailing Center (MKTG611 Fall 2017)
- Communications Fellow (WHCP611/612 Fall/Spring 2017)
- Member of Retail Club, Consulting Club, Tech Club, Marketing Club, Wharton Women in Business, Tennis Club, Wine Club

BRYN MAWR COLLEGE

Bryn Mawr, PA

Bachelor of Arts; Major in Economics, Minor in Computer Science, Cum Laude

2006-2010

- President of the Class of 2010 (2008-present)
- Co-founder and Co-Editor-in-Chief of Feathers & Fur (college fashion magazine)
- Sales Associate at Free People, Ardmore, PA (2007-2010)

EXPERIENCE

NIKE, INC.

Beaverton, OR

MBA Intern, Global Merchandising Strategy – Nike.com

2017

- Tasked with determining untapped financial opportunity for a high growth market segment within Young Athletes category on Nike.com and recommending a course of action to capture the opportunity
- Determined global market size and performed comparable company analysis to benchmark Nike's market share, current performance, and digital marketing approach in reaching target demographic
- Provided tangible solutions to internal operational roadblocks affecting growth of market segment
- Evaluated current web analytics and consumer engagement KPIs (including campaign conversion, user traffic, bounce and exit rates) and provided improvements to current website and digital marketing strategies
- Presented 3-year strategic plan to senior leadership, who subsequently endorsed recommendations and plan to incorporate into category corporate strategic plan for FY 2019

FREE PEOPLE, URBAN OUTFITTERS, INC.

Philadelphia, PA

Assistant Omnichannel Buyer (2013-2015), Buying Assistant (2012-2013)

2012-2015

- Maintained a constant flow of merchandise for five categories of apparel for Free People's direct-to-consumer segment by selecting, developing, and sourcing products to satisfy target customers, while managing inventory levels and margins
- Owned Heavy Knit category and grew e-commerce business to \$2.8M in 2014, an increase of 30% from 2013, 60% from 2012
- Fast-tracked promotion to Assistant Buyer in three months; typical tenure two years
- Coordinated all activities for cross-functional teams (including design, production and product development, planning and allocation, merchandising, customer service, finance, and marketing and public relations) for all product SKUs
- Developed successful digital merchandising strategy to increase product awareness for low-performing Jacket/Outerwear category, reducing mark-down risk and increasing conversion rates
- Maintained strategic partnerships with third party vendors to enhance merchandise assortment for FreePeople.com
- Managed Buying Assistant and on-boarded new Senior Buyer for Free People's direct-to-consumer division

URBAN OUTFITTERS, URBAN OUTFITTERS, INC.

Philadelphia, PA

Product Development Coordinator (2011-2012), Assistant Product Development Coordinator (2010-2011)

2010-2012

- Selected by Executive Director of Sourcing as one of three members (out of 50) to restructure product-creation lifecycle process
- Fast-tracked promotion to Product Development Coordinator in one year; typical tenure is two years
- Evaluated process by working closely with cross-functional teams to understand best practices for factory allocation, garment sampling and costing in preparation for purchase and bulk production
- Devised a model to forecast production costs and averaged realized margin percentages to goal met of 77%
- Reduced sampling time to 6 weeks and delivery time to 60 days by implementing seasonal calendar
- Presented results at seasonal meetings to internal partners, including Chief Sourcing Officer and Chief Merchandising Officer
- Synthesized entire process into company standard operating procedures; developed a brand-new department that was implemented to all subsidiaries of Urban Outfitters Inc.

Assistant Production Coordinator (2010)

- Owned product development and production of short lead-time supply chain orders (6 weeks from sample to order in DC)

ADDITIONAL INFORMATION

- **Passion Projects:** Conducted due diligence on potential jewelry brand start-up (2015-2016)
- **Community Involvement:** Volunteer at Big Brothers Big Sisters Philadelphia (2011-2015)
- **Interests:** Jewelry design, discovering new music, reading memoirs, cooking

IAN STEWART

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Management 2016-2018
Master of International Studies Candidate; Focus on Latin America & Spanish

- **Academic Achievements:** Wharton First Year Honors, Lauder Institute Director's List, GMAT: 730
- **Leadership Activities:** Mentor for Wharton undergraduate via the Wharton GUIDE program, Basketball Club Treasurer

MIDDLEBURY COLLEGE Middlebury, VT
Bachelor of Arts in Spanish (High Honors) & Economics; magna cum laude 2007-2011

- Spanish GPA: 3.87; Economics GPA: 3.67; Overall GPA: 3.76
- Authored senior thesis in Spanish entitled Chat Language: Effects of Technological Advancements on Spanish Orthography

EXPERIENCE

NIKE, Inc. Beaverton, OR
MBA Intern | North America Strategy Summer 2017
Provided strategic direction and analysis for key North America business initiatives

- Evaluated potential partnership with a global online marketplace; developed cross category and cross functional support for key business cases justifying partnership; synthesized recommendations for presentation given to the President of Nike
- Performed market sizing analysis quantifying revenue opportunities presented by social and conversational commerce distribution channels in North America; identified potential strategic partners and business implications associated with operating in each channel
- Drove thematic alignment among members of North America leadership while setting agenda for annual strategy offsite

HSBC North America Washington, DC
Associate | Public Policy 2014-2016
Monitored financial policy and regulatory developments and advocated on behalf of HSBC

- Established cross functional working group designed to address HSBC's key legislative and regulatory concerns and promote enhanced coordination between legal, compliance, regulatory implementation and public policy teams
- Organized inaugural Public Policy offsite to improve connectivity between business lines and government relations
- Developed and implemented system of weekly updates and progress tracking intended to streamline, quantify, and monitor HSBC's Washington DC engagement effort
- Briefed Congressional staff on HSBC's priorities pertaining to pending legislation and regulatory rule-makings

HSBC Securities (USA) Inc. New York, NY
Analyst | Leveraged Finance 2011-2014
Provided capital raising solutions and expertise in the US leveraged credit markets

- Offered promotion from Analyst to Associate one year ahead of analyst class schedule
- Executed strategic analysis quantifying the impact of hiring additional high yield sales and corporate coverage bankers on HSBC's leveraged credit market share; analysis presented to CEO of Global Banking, Americas
- Leveraged Spanish proficiency to assist Latin American loan syndications team originate and execute acquisition financings
- Performed extensive financial modeling including buyout, merger, debt capacity and refinancing analyses for companies across a diverse range of industries (e.g. consumer goods, oil & gas, education, chemicals, technology, services)
- Drafted credit requests to underwrite leveraged term loans and high yield and investment grade bridge loans; sought approval to commit to investment and non-investment grade credit facilities
- Reviewed legal documentation including commitment and fee letters, credit agreements, and high yield offering memoranda and indentures; completed financial due diligence

ADDITIONAL INFORMATION

- **Languages:** Spanish
- **Interests:** Wake surfing, water skiing, golf, and podcasts including: *Radiolab*, *Radio Ambulante* and *From Scratch*
- **Volunteering:** Served as classroom assistant for Hispanic students preparing for the GED at the Next Step Public Charter School one to two times per week while living in Washington DC

RAN SUN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Marketing and Operations Management **2016-2018**

- Winner of Walmart eCommerce's "Brick & Code 2.0," a 30-hour ecommerce hackathon/case competition
- Placed 3rd out of 26 semi-finalist teams at the international Wharton MBA Private Equity Buyout Case Competition
- Charity Fashion Show Co-Director; elected member of Cluster Council; Retail Club Board advisor; Consulting Club
- GMAT: 730 (96th percentile)

DARTMOUTH COLLEGE **Hanover, NH**
Bachelor of Arts; Major in Economics and Mathematics, Minor in Chinese **2008-2012**

- Graduated *cum laude*
- Executive Editor of *The Dartmouth Business Journal*; Teacher's Assistant for Engineering and Music departments

EXPERIENCE

WALMART ECOMMERCE **San Francisco, CA**
Online Grocery Product Management Intern **2017**

- Developed strategy and tool to predict grocery pickup demand and inform stores' fulfillment capacity. Collaborated cross-functionally with 10 teams to pilot tool in 5 stores, generating 3% lift in orders and sales. Presented recommendations to EVP and other senior leaders, obtaining approval to scale methodology

A.T. KEARNEY **San Francisco, CA**
Associate **2016**
Senior Business Analyst, Private Equity Practice **2015-2016**
Business Analyst **2014-2015**

- Earned "Fast Track" status (top 5%) in all reviews
- Selected by SF office leadership to manage firm-building activities (e.g. industry practice marketing events, new consultant onboarding)

Selected projects:

- **Store operations transformation for \$3B retailer:** Streamlined in-store processes across 1,200 stores, added tailors in 400 locations, negotiated 600 rent reductions and closures, and outsourced visual merchandising to third-party. Projected to save \$50M in-year
- **Commercial/operational due diligences for PE clients up to \$100B in AUM:** Managed analysts in developing investment theses and building financial models for targets in software, trucking, fire & life safety, marketing services, and retail. Work led to PE clients investing in targets or booking follow-on engagements
- **New brand strategy for \$200M retailer:** Identified target consumers through segmentation analysis and redesigned product and channel strategies to facilitate new brand vision. Mapped plan to double revenue in 5 years
- **Retail labor productivity for \$5B retailer:** Revamped labor allocation process, saving \$18M across 175 stores with no loss in sales. Influenced senior executives of Asia and Europe divisions to implement new processes (worth \$9M in savings). Collaborated cross-functionally with 4 groups across 3 countries to roll out changes in 256 stores

UNIQLO **New York, NY; Tokyo, Japan; San Francisco, CA**
Manager **2013**
Assistant Manager/Manager-in-Training **2012-2013**

- Voted "Outstanding Manager" in survey of 300 store associates
- Selected to open \$10M store in SF. Led 60-person team and achieved sales of 425% vs. target on opening day, a global record. Averaged 250% vs. target after opening; was only West Coast store to consistently meet sales goals. Maintained lowest employee turnover of all West Coast stores
- Managed 100-person team on highest volume sales floor globally (\$30M in annual revenue) in NY, prior to SF

ADDITIONAL INFORMATION

- **Community Service:** Consulted pro bono on the side with women's organizations in SF, Nigeria, and India; selected to consult for nonprofit in Bolivia with Wharton Global Impact Consultants
- **Interests:** Piano—concert pianist for 20+ years and former piano teacher; costume design—outfitted a theater production in college and tailors clothes; oil painting—sold work to fundraise for nonprofits
- **Languages:** Fluent in Mandarin; conversational in Spanish

SIMONE THOMAS

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Marketing

Philadelphia, PA

2016-2018

- VP Finance of Wharton Graduate Retail Club
- Co-President of Return on Equality
- Co-Chair of Whitney M. Young Jr. Conference for AAMBAA

MICHIGAN STATE UNIVERSITY

Bachelor of Arts in Advertising

East Lansing, MI

2007-2011

- Dean's List Spring 2008 and Spring 2011
- Study Abroad: International Engagement in Mexico Spring

EXPERIENCE

NORDSTROM

Nordstrom Merchandising Group & Corporate Strategy Intern

Seattle, WA

Summer 2017

- Analyzed competitive landscape and created both price/assortment/positioning benchmarking and strategic recommendation for new private label brand launch to capture market share from \$100B competitor
- Produced strategic, financial, and operational recommendations for beta selling product with year one sales projected at \$41MM
- Developed three-year financial analysis to recommend 2018 sales plans and assortment for seven Trunk Club Clubhouse locations; projected at \$34MM

TEAM DETROIT

Digital Media Planner

Dearborn, MI

2015-2016

- Collaborated with cross-functional teams to advise clients on digital media strategies and plans for all Ford car brands utilizing cross-channel custom content creation, native advertising, and video syndication
- Increased Ford Focus brand favorability against key audiences by 6% surpassing original campaign goal of 3%
- Managed \$25MM annual budget across car brands delivering against awareness and favorable opinion goals

THE ADCRAFT CLUB OF DETROIT

AdcraftPM President

Detroit, MI

2015-2016

- Led team of 14 in development and execution of eight annual events for oldest and largest advertising club in the United States
- Generated \$35M in revenue from annual events to contribute towards The Adcraft Club scholarship fund
- Increased average event attendance at flagship events YOY by 15%, reaching 500 attendees in one year through promotions and targeted marketing strategies

CAMPBELL EWALD

Digital Media Planner

Detroit, MI

2012-2015

Assistant Digital Media Planner

2011-2012

- Produced and presented digital media strategies and plans for clients across various industries including Edward Jones, Olympic Paints & Stains, United States Postal Service, Dow, and Consumers Energy
- Enhanced campaign cost efficiency through optimization, driving a 10x decrease in cost per lead for Edward Jones
- Supported senior management on pitches for new business by identifying new and relevant opportunities in digital, winning new client for agency in 2013 partnering with Los Angeles media team of three

ADDITIONAL INFORMATION

- **Interests:** Street Style Fashion, Live Music, Society & Culture Podcasts, Travel
- **Related Work Experience:** Sales Associate at Hollister Co. (2006 – 2008); Sales Associate at Urban Outfitters (2010 – 2011)
- **Positions:** MLT Fellow, MBAPrep and Professional Development; Multicultural Advertising Internship Program, Mentor; 313Digital, Mentor; Detroit Rescue Mission Ministries, Soup Kitchen Volunteer
- **Skills:** StyleSage, comScore, Doubleclick, Google Analytics, Google AdWords, Facebook Ads Manager, Twitter Ads Manager

ERICA WEINGORD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Strategic Management 2016-2018

- Co-Director of Operations, Wharton Women in Business Conference; Board Member, Real Estate Club
- Member of the Retail Club, Technology Club, Travel & Hospitality Club, and Wildmen Hockey Team

NORTHWESTERN UNIVERSITY Evanston, IL
Bachelor of Science, Medill School of Journalism, Minor in Business Institutions 2007-2011

- Integrated Marketing Communications Certificate Program
- Club Leadership: Northwestern Business Review Marketing Manager; Dance Marathon Corporate Committee

EXPERIENCE

THE ESTÉE LAUDER COMPANIES INC. New York, NY
MBA Intern, Global Finance & Strategy Summer 2017

- Developed guidelines that standardize and improve the SKU profitability analysis process to be utilized by all ELC brands. Presented the methodology and its benefits to senior finance staff, including the CFO
- Spearheaded a comprehensive profitability analysis of Clinique's 2,700+ SKUs that uncovered numerous financial opportunities. Collaborated with marketing, supply chain, procurement, and business analytics to convert analysis insights into an actionable plan

SEER CAPITAL MANAGEMENT New York, NY
Associate, Portfolio Management 2015-2016

Seer is a \$2bn AUM diversified credit investment firm focusing on securitized products and loans in the U.S. and Europe

- Led process to minimize an investment's interest rate risk while still meeting deal return hurdles by analyzing risk profiles and costs associated with different hedging strategies
- Challenged return assumptions made by JV partner who sources investments in distressed and turnaround loans to German middle market companies, revealing additional upside potential in the portfolio. This led to an increased capital allocation of \$150mm to this strategy
- Prepared credit memorandums on potential and existing investments, highlighting return opportunities, past performance, risks, and comparables for internal and external distribution
- Built models to price CLOs (collateralized loan obligations) and project their IRR under various default, severity, and prepayment assumptions

DEUTSCHE BANK New York, NY
Associate, Risk Solutions – Rates, Debt Capital Markets 2011-2015
Summer Analyst, Global Markets Summer 2010

Strategic Thinking and Analytical Skills

- Structured, marketed, and executed interest rate derivative solutions for investment grade and high yield companies in technology, media, and telecom sectors
- Created relevant market update materials, trade ideas, derivative pricing, and scenario analysis to include in pitch books and present to clients, including C-suite executives
- Partnered with new treasury team at Chicago-based technology company following a spinoff to develop a risk management policy ahead of a \$1.4bn bond deal. Built model demonstrating the remote risk of not receiving favorable accounting treatment for new-issue hedges and was awarded the client's inaugural hedging business

Leadership and Cross-Functional Teamwork

- Collaborated with debt origination, banking, legal, and credit teams to generate appropriate interest rate risk management recommendations, maintain involvement in strategic M&A transactions, and negotiate trade documentation
- Regained the business of New York-based media company by quickly turning around competitive pricing for a \$500mm hedging transaction during the short-staffed holiday season. Worked effectively with DB Credit Risk Management to secure necessary trade approval despite lack of recent client activity. Awarded last look by client in the bidding process

ADDITIONAL INFORMATION

- **Community Involvement:** Board Member of JAMBA (Jewish Association of MBAs), Board Member of Sunrise in the City, philanthropy benefitting children with cancer (2013-2016)
- **Interests:** Skiing, tennis, traveling (30+ countries), and cooking

ALBERT YANG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Business Analytics **2016-2018**

- President of Wharton Asian American Association of MBAs, member of Technology Club and Business Analytics Club
- Frist Year Honors (top 20% of class); Director's List (top 10% of class); GMAT: 770 (99th percentile)

UNIVERSITY OF CALIFORNIA, LOS ANGELES **Los Angeles, CA**
Bachelor of Science in Mechanical Engineering **2008-2012**

- Graduated Cum Laude, GPA: 3.7/4.0; Member of Tau Beta Pi Engineering Honor Society; Awarded Jonathan Wolfe Scholarship, Dean's List honors, and Intel Research Award
- Internships: Production & Operations Engineer, Lockheed Martin; Manufacturing Engineer, GKN Aerospace
- Third author of "Electric Vehicle Smart Charging and Vehicle to Grid Operation" featured in *International Journal of Parallel, Emergent and Distributed Systems* (responsible for algorithm design and programming in MATLAB)

EXPERIENCE

MYFITNESSPAL – UNDER ARMOUR CONNECTED FITNESS **San Francisco, CA**
Product Management MBA Intern **Summer 2017**

- Led multidisciplinary team through product development lifecycle including opportunity identification, metrics analysis, feature design, user testing, and implementation to improve create foods process user conversion by 10% (expected)
- Developed international growth model to identify 10 week 4% user growth opportunity. Provided feature recommendations and high level roadmap to realize opportunity

ADVISORYOU LLC (www.advisoryou.com) **Los Angeles, CA**
Co-Founder, Product Lead **2016**

AdvisorYou is an online platform that allows users looking for recruiting advice to find, schedule, and connect with professionals

- Led multidisciplinary six person UX and developer team to design, develop, and launch online product. Prioritized and resolved over 50 new features and bug fixes
- Developed and launched marketing campaign including collateral design, hiring and onboarding of 10+ person marketing and campus ambassador program, and planning and execution of 50+ person marketing event. In 1 month since launch, AdvisorYou reached 100 registered users and completed 40+ transactions

DELOITTE CONSULTING LLP **Los Angeles, CA**
Consultant, Strategy & Operations **2013- 2016**

Served clients primarily in the Technology industry. Awarded highest year-end rating (top 10% of practitioners in 2015)

Sample Consulting Experience:

- Designed divestiture go/no-go dashboard that identified 50+ separation risks across 11 business functions. Resulting output dashboard was tracked and presented in weekly Executive Steering Committee updates and helped enable an issue free \$45B business unit divestiture
- Identified \$15M savings opportunity by developing cost reduction model and facilitating 10+ client stakeholder interviews across 4 different locations to define and collect business process key performance metrics
- Led 2 business analysts to improve project progress analysis and reduced analysis time by 50% by automating processes using Excel VBA. Resulting analysis output was used weekly by client executives to track project progress

SPACE X **Hawthorne, CA**
Production Intern (Post Graduate Internship) **2013**

- Led team of 6 technicians to complete final integration of Dragon 4 Spacecraft Thermal Protection System
- Developed cross-department production scheduling tool and future state production flow for Dragon Spacecraft assembly

ADDITIONAL INFORMATION

- **Technical Skills:** Excel VBA, PowerPoint (work experience), SQL, R, HTML, and Python (coursework exposure)
- **Positions:** 2015 Special Olympics World Games Deloitte Co-Lead, Deloitte New Hire Training & Recruiting Lead
- **Interests:** Enjoy chess, basketball, board games, bouldering, and online gaming; amateur pilot | Conversational in Mandarin

RORI ZANE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Majors in Organizational Effectiveness and Strategic Management

Philadelphia, PA
2016-2018

- Co-President, Dance Studio: largest active club with more than 500 MBA dancers and partners
- Director of Production and Set Design, Follies: 42nd year of musical comedy show attended by 1,600+ people annually
- Admissions Fellow: selected from competitive pool to interview prospective students and serve as campus representative
- Membership: Ethics Committee, Jewish Association, Wharton Women in Business, Human Capital Club, Consulting Club
- GMAT: 730 (96th percentile)

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL

Bachelor of Science in Business Administration; Majors in Accounting and Marketing

St. Louis, MO
2008-2012

- *Magna cum laude*, Major GPA: 4.00/4.00, Cumulative GPA: 3.79/4.00, Dean's List (all semesters)
- Equestrian Team President (managed 35 riders; placed 6th at nationals for school's all-time highest result), Organizational Behavior Lead Teaching Assistant (5 semesters; 2 professors), Orientation Advisor (80 students), Olin Student Ambassador, Delta Sigma Pi Community Service Vice President and Recruitment Chair

EXPERIENCE

WAYFAIR

Organizational Design & Strategy Intern, Talent Operations

Boston, MA
Summer 2017

- *Learning & Development Measurement*: Developed innovative approach to quantifying learning program effectiveness
 - Designed model to compare trained populations to representative samples; performed sensitivity analysis and regression testing to identify key success metrics; methodology will drive employee career growth, satisfaction, skillset, and retention through more tailored development offerings, a high priority for a company with headcount of 7,000+ growing 21% yearly
- *Onboarding & Orientation Relaunch*: Enhanced new hire experience by redesigning and customizing company onboarding
 - Established best practice programming after soliciting feedback through focus groups and surveys of personnel, interviews with competing firms, and industry guides; upgrades will result in reduced time to productivity and turnover for employees

ERNST & YOUNG (EY)

Senior Consultant, Financial Crimes Practice

New York, NY
2014-2016

Staff Consultant, Business Advisor Program (Rotational Program)

2012-2014

Advisory Intern, Structured Finance Practice

Summer 2011

- Earned highest ratings on all pillars (people, quality, leadership, and excellence); consistently ranked top 10% of class

Select Engagement Experience

- *Global Banking Client*: Conducted gap analysis of anti-money laundering (AML) processes; created and implemented new procedures, enterprise-wide operating model, and technology build to comply with massive consent orders
 - Managed conversion of business requirements into creation of onboarding portal to bring new AML standards to all bank employees; supervised a team of 4 and \$9M budget; resulted in approval of regulators and industry-leading practices
 - Delivered final gap analysis and completed ultimate review to client satisfaction; contributions led to over \$15M in sales, 8 project extensions, and solidified relationship with firm's top 10 client; earned 4 firm awards
 - Traveled to Singapore, London, and Geneva for international rollout; 1 of 9 in 200+ person program with global experience
- *Investment Services Client*: Piloted branch workflow study to identify operational efficiency opportunities
 - Facilitated interviews and time & motion studies with 100+ advisors and administrators across 9 geographies; identified linkage between branch characteristics and employee behavior; enhancements improved performance and job fulfillment
 - Created and distributed complex enterprise-wide communication plan to 700+ advisors; received unanimous client praise

Corporate Leadership

- *Business Advisor Program Internship Lead*: Nominated by leadership to coordinate programming, facilitate training modules, and serve as group mentor for 3 years of 100+ Advisory Interns; resulted in high conversion rate to full-time hires
- *Washington University in St. Louis Recruiting Coordinator*: Lobbied leadership to recruit at alma mater; liaised between university deans and EY recruiters; engaged over 150 applicants, leading to 8 intern and full-time hires in first 2 years

ADDITIONAL INFORMATION

- **College Internships**: Arcade Marketing (2010, NY) and Champion Solutions Group (2009, FL)
- **Interests**: Lifetime Equestrian (significant awards and championships), Ballroom Dancer, Travel Enthusiast (37+ countries), ZogSports Soccer Captain (10 seasons), Broadway Fan (85+ shows), Olympics Devotee, and Coalition for Homeless volunteer

XIAOLIN (ZOE) ZOU

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EDUCATION

- THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA** **Philadelphia, PA**
Master of Business Administration Candidate; Major in Finance and Management **2016-2018**
- GMAT score: 760 (99th percentile)
 - Admission Fellow, Member of Wharton's Technology Club and Greater China Club
- SHANGHAI ADVANCED INSTITUTE OF FINANCE, SHANGHAI JIAO TONG UNIVERSITY** **Shanghai, China**
Master of Finance **2011-2013**
- Awarded admission scholarship; honored as "Excellent Graduate" (top 10% of class)
- GUANGHUA SCHOOL OF MANAGEMENT, PEKING UNIVERSITY** **Beijing, China**
Bachelor of Finance **2007-2011**
- Awarded 1st/2nd prize scholarships continuously for 3 years (top 10%)
 - Secretary of Students' Union; Chief Editor, "English Under Your Nose" (published in 2010)

EXPERIENCE

- UBER TECHNOLOGIES, INC.** **San Francisco, CA**
Quality Assurance Project Manager Intern **Summer 2017**
- Co-designed a new quality assurance program, to measure how ~20K agents adhere to support standards with ~300 reviewers across 6 continents, so as to improve agents' performance and rider/driver satisfaction
 - Rolled out the program globally by collaborating with each region on reviewer recruiting, training, testing, and coaching
 - Developed global and regional dashboards to visualize results from reviewing agents' responses
 - Based on the insights from dashboards, categorized all service quality problems observed into 4 issue groups; then proposed step by step solution for each issue group and trained all regional managers to improve
- Shanghai, China**
- BAIN & COMPANY** **2015-2016**
Senior Associate Consultant
- Fast track promotion to Senior Associate in 2015, as 1 of top 4 performers out of 20 associates across Greater China
 - Implemented digital transformation initiatives for a \$2B revenue jewelry retailer, including
 - Collaborated with Sales, Marketing, and IT to redesign customer relationship management system;
 - Analyzed customer life cycle and identified when and how to activate repurchase by targeted digital marketing;
 - Improved online shopping process through inquiry to delivery, achieved >50% online sales growth
 - In 5y strategy project with top life insurance company in China, independently led two work-streams to support Product Dpt. and Tel & Internet Sales subsidiary. Co-developed e-commerce channel from product design, organization setup, to customer acquisition. Innovated home-based telesales model to solve high turnover issues in call center, raising revenue by 30%
- Associate Consultant in Bain PE Group*** **2014-2015**
- Selected into Bain PE Group, specialized in commercial due diligence for top global PE firms, assessed ~10 deals in technology, financial services, retail, etc.
 - Assessed growth potential of online recruiting market for a PE's portfolio company, modeling with insights from competition, market growth, and feedback from ~200 HR and headhunters. Identified potential M&A opportunities and evaluated financial and strategic synergies to cover more consumer segments
 - Validated the investment return on an online used car auction website by quantifying underlying market size and competitive landscape; challenged the rosy revenue forecast and impractical development plans from the target company; re-evaluated market growth; made constructive advice which directly led to better-informed decision
- Associate Consultant*** **2013-2014**
- Synthesized insights from 2K+ consumer survey and 10+ executive interviews for Bain China Luxury Market Study, analyzed trends of overseas purchasing, e-commerce, social media and opinion leaders, and related impacts on customers
 - Co-led Bain Associate Recruiting Program, launched marketing campaign on social media, organized campus talks, and improved the recruiting process by adding early round and group case interview

ADDITIONAL INFORMATION

- **Entrepreneurship:** Started skin care group purchase business on campus, running for 1 year with 200+ customers
- **Interests:** Chinese painting (worked as art sales in gallery for 6 months from 2012 to 2013)
- **Language:** Mandarin - native

RUHI DANG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Strategic Management and Business Analytics

Philadelphia, PA
2016-2018

- Awarded Forte Fellowship (40% tuition fee waiver) for exemplary leadership; received merit scholarship to participate in the Semester in San Francisco Program
- Director's List Spring 2017 (top 10% semester GPA); First Year Honors (top 20% first year GPA)
- Selected as the sole MBA student representative for the Finance Department Quinquennial review committee; First Year Marketing & Communication head of Technology Club
- Represented Wharton at the NY Product Management Conference 2016 and LendIt USA 2017 (largest lending conference in the US); hosted multiple podcasts for the school with leaders in FinTech globally

INDIAN INSTITUTE OF TECHNOLOGY (IIT), KANPUR

Bachelor of Technology

Kanpur, India
2009-2013

- GPA 9.7/10.0; Awarded two Merit Scholarships (Rank 1); received four Academic Excellence Award (top 5% of class)
- First student to lead the Academic Review Committee; Proposed & introduced dual majors and minors in the curriculum
- Coursework in Data Structures and Algorithms, Computational Theory, Cognitive Science, Applied Game Theory, Statistics

EXPERIENCE

AMAZON

Senior Product Manager – Amazon Web Services (AWS)

Seattle, WA
2017

- Interviewed over 20 AWS customers to understand cloud-based data protection requirements; used data to design product roadmap; formally recognized by senior leadership for the quantity and quality of interviews given the short timeframe
- Designed a product feature document that will be used by the engineering team to enhance data replication capabilities
- Expanded existing data replication capability to include cloud disaster recovery use cases by liaising with customers and engineers; presented a whitepaper to senior leadership that will be used as a roadmap for 2018
- Created a platform to voice concerns of the MBA intern class to both the HR team at Amazon and Career Management at Wharton; worked with these two teams to enhance housing and relocation for future interns at Amazon

DEUTSCHE BANK GROUP

Sales and Trading – Emerging Markets

Mumbai and London
2013-2016

Project Management and Leadership

- Generated €20mn profit through credit & forex transactions for sovereign/corporate clients in Europe and MENA region
- Enabled 20% faster trade execution by cross-functional workflow improvements – collaborated with sales, trading, legal, and compliance to formulate efficient implementation plans for transactions by incorporating automation & team realignment
- Created a new Credit Default Swap (CDS) trading strategy saving €1.8bn in capital requirements; used the CDS strategy to execute largest transaction by team in past decade; Strategy also generated €10mn profits
- Sole analyst on forex derivatives team; managed financial analysis and product structuring on 50+ derivative transactions
- Ranked in top-tier of Analyst class; received offer to transition to London as an Associate
- Built Java based interactive Graphic User Interface client solutions application for post trade analysis of equity trades; defined product roadmap based on market parameters and constraints while focusing on user experience improvements

Franchise Accomplishments

- Led recruiting efforts for Mumbai; reduced hiring cycle time by 40% by streamlining process & incorporating campus insight
- Coached 50 summer interns and launched a mentorship program for undergraduates in the Mumbai office
- Shared product ideas and cross-country insights over a weekly call with 50+ employees across five global locations

ADDITIONAL INFORMATION

Tech Skills: Automation and App Development (Java, JavaScript, PHP); Data Analysis (MATLAB, SQL, JMP); Web query and data mining (HTML, Perl, Python), Ethical Hacking (Email Hacking, Windows Hacking and Security)

Mountains and Roads: Climbed Mount Kilimanjaro (19,341 ft); Hiked King George Island in Antarctica; Led 15-member trekking in Himalayas; Completed grade 5.10A in professional top-rope wall climbing; Ran the 200 mile Texas Ragnar road relay

Community Leadership: Taught English to 40 women bi-weekly as part of Sujaya Foundation team in Mumbai from 2013-2015; Led four campaigns for gender equality as part of Women's Cell at IIT Kanpur from 2011-2013

TYLER M. FLINT

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Finance, Entrepreneurial Management

2016 - 2018

- Winner, Tepper Innovation Challenge, Spring 2017
- Leadership: Co-President, Wildmen Hockey (\$150k budget, 250 members); Board Member, Annual PE/VC Conference
- Member: Entrepreneurship Club, Media & Entertainment Club, PE/VC Club, Technology Club

EMORY UNIVERSITY

Atlanta, GA

Bachelor of Business Administration; Majors in Finance & Marketing, Minor in Chinese Language

2006 - 2010

- Academic: 3.7 GPA, Dean's List (four semesters)
- Leadership: Board Member & Emory President of Kairos, a student-run entrepreneurial foundation with 2,500 members

EXPERIENCE

AMAZON

Seattle, WA

Strategic Business Development, MBA Intern

Summer 2017

- Created a systematic approach for identifying, evaluating, sequencing, and structuring new and valuable visual search-based customer experiences by working with relevant teams across Amazon (e.g. A9, Consumer Marketing, AWS, Prime). Final document recommended actionable opportunities to extend the reach of Amazon's visual search technology
- Supported ongoing complex strategic partner negotiations, new product incubation/exploratory efforts, and warrant agreements, with enterprise and consumer-focused teams across Amazon (e.g. Advertising, Retail, Financial Services)

COMCAST VENTURES (venture capital investment arm of Comcast / NBCU)

New York, NY

Associate

2013 - 2016

- Identified, evaluated, and executed new investments and supported existing portfolio of companies
- Series A through growth equity investment experience across 12 deals in 2.5 years. **Enterprise SaaS:** Axial, StellaService; **Marketing tech:** Jornaya (f.k.a. LeadiD (Board Observer), Taboola); **Commerce:** BaubleBar, Birchbox, KeyMe, Madison Reed; **Digital Video:** Tastemade, VHX (acq. by Vimeo); **Social:** Houseparty (f.k.a. Meerkat), YouNow

Selected investment impact:

- Axial (B2B Marketplace, led \$11M Series B): Worked with CEO and CRO to analyze customer behavior and profitability by industry. Analysis informed improvements in pipeline prioritization and product pricing strategy
- Madison Reed (Consumer, led \$16.1M Series C): Worked with CEO and CMO to develop, launch, and continuously optimize MR's first TV campaign, which overtook Facebook as MR's largest and most efficient acquisition channel
- Jornaya (Marketing Technology, Board Observer, led \$7M Series A): Worked with CEO, CFO, and CRO to evaluate new markets, customers, and products
- KeyMe (Retail/Robotics, led \$20M Series B): Led diligence process that included bottoms-up forecasts driven by individual performance for all kiosk locations incorporating population and demographic regression analyses

General Manager of Comcast Accelerate (concurrent with primary investing role)

2014-2016

- Co-founded and led Accelerate, a program offered by CV that helps startups launch, measure, and optimize TV campaigns
- Launched and oversaw four campaigns, totaling \$4M of media spend at an average ROI in-line with Facebook and Google
- Accelerate program is directly responsible for CV's investments in Birchbox, BaubleBar, Kabam, and Madison Reed
- Managed team of three acting as a full-service agency within CV

HEARST DIGITAL MEDIA

New York, NY

Manager, Strategy & Business Development

2012

- Worked with senior leadership to identify, execute, and manage strategic operating initiatives and key partnerships
- Seventeen / AwesomenessTV joint venture: wrote initial plan, built financial model, and was involved in all aspects of launching new multi-channel network and YouTube channel, which debuted with nine original shows
- Cosmo.com relaunch: worked with CEO, CRO, and Cosmo Editor to overhaul content, advertising, and team organization. Restructuring resulted in 100% increase in UVs and a 50% increase in content output within one year

GCA SAVVIAN ADVISORS

New York, NY

Investment Banking Analyst, Digital Media

2010 - 2012

- Advised clients on acquisitions, sales, and capital raises based on financial modeling, fundamental business analysis, and competitive intelligence
- M&A and private capital deal experience across ad-tech, digital media, and enterprise SaaS sectors

ADDITIONAL INFORMATION

- **Community:** Junior Council, Museum of Natural History; Young Professional Board, NFTE (2011-2016)
- **Interests:** Classic rock music, history, investing, Mandarin Chinese (conversational), tennis, and technology

NISHANT GUPTA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management and Business Analytics

2016-2018

- Fall 2016 Director's List (top 10% of class by GPA), 750 GMAT, Recipient of K C Mahindra Fellowship
- Winner of Wharton's Data Visualization Hackathon 2017 (a team of 3) among more than 20 teams
- Vice-President of Wharton South East Asia Club, Director of Speaker Relations for Wharton India Economic Forum
- Member of Wharton's Consulting Club, Technology Club and Wharton's Venture Initiation Program Community

INDIAN INSTITUTE OF TECHNOLOGY, DELHI

New Delhi, Delhi

Bachelor of Technology in Chemical Engineering

2007-2011

- Overall GPA of 9.15/10; Awarded Dean's Merit Prize given to top 7% out of 500+ students
- One of top 15 students amongst 500 selected for position of Teacher's Assistant in senior year (2011)
- Developed software in collaboration with International Atomic Energy Agency to understand the behavior of industrial chemical reactors using radio tracer data; software employed by industries to facilitate troubleshooting
- Student Convener, Chemical Engineering Dept., collaborated with academic senate to revamp academic curriculum (2010)

EXPERIENCE

AMAZON.COM, INC

Seattle, US

Sr. Product Manager – Technical

Summer 2017

- Designed language translation feature for Amazon's Alexa to boost penetration in international market; launched beta version within 6 weeks (average launch time ~ 20 weeks) in 60 languages; achieved excellent customer ratings in beta testing
- Conducted primary diligence on user requirements through consumer surveys in 4 countries; collaborated with design and engineering teams to develop voice and graphical user interface for the product
- Defined long term product vision by conducting competitive analysis in the digital assistant industry, and gathering feedback through usability testing and one-on-one sessions with customers

PROCTER AND GAMBLE

Bhopal, India

Department Manager, Operations

2014-2016

- Consistently rated as Top Performer (top 15%) and promoted to Department Manager ahead of peer group
- Managed a diverse team of 42 for ongoing operations of P&G plant with annual capacity of 900m sanitary napkins
- Delivered 10% productivity improvement by facilitating data analysis and visualization through digitization of operations management systems; software was re-applied across multiple business units in India
- Strategized and implemented 'Voluntary Retirement Scheme' for plant organization in response to change in business focus
- Realized annual savings of \$125k (60% of ideal state) and took plant from global rank #6 to #2 by driving production team members to cut cost and enable product affordability through scrap optimization
- Improved machine reliability by 4% and reduced cost by 30% by training 100+ employees on maintenance practices
- Implemented globally best quality systems to boost 'Supply-chain Driven Sales'; received award from Quality VP, P&G

Associate Manager, Operations and Engineering

2011-2014

- Delivered savings of \$500k over a period of 3 years and improved end to end productivity by 75%; eliminated need for manual-packing site by launching first ever automated packaging technology for Feminine Care India
- Reduced manpower by 25% by optimizing operating crew effort through P&G's proprietary work flow improvement systems
- Started up sanitary napkins line; led a team of 24 engineers to deliver P&G's most successful ramp up till date, reaching process reliability of 93% in first month; managed capital of \$8m; received award for "best in class" project management
- Initiated development of a breakthrough environment-friendly and safe dust control system for sanitary napkins platform; benchmarked with several P&G plants and evaluated vendors worldwide; awarded by CEO, P&G India for project
- Awarded 'Power of You' 4 times by Associate Directors, Product Supply, India and Japan for excellence in operations

ADDITIONAL INFORMATION

- **Tech Skills** – Java, C++, MATLAB, SQL, R, Tableau, and Octave
- **Community Service:** Led P&G manufacturing CSR team, adopted 6 schools and overhauled the infrastructure, introduced scholarships for children and created awareness about education doubling enrollment to ~1200 students in 3 years
- **Interests:** Travelling - visited 14 countries across Asia, Europe, Africa, North and South America; playing poker; reading
- Core member of P&G's 3-year vision creation team; deployed vision to more than 1000 employees

RODRIGO HERNANDEZ

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Business Analytics and Finance

2016-2018

- Lauder Fellowship Recipient, in recognition of outstanding professional and academic achievements (75% scholarship)
- Venture Fellow for Andes Winter Leadership Venture, McNulty Leadership Program
- Member of Wharton Latin American Student Association (VP, Admissions), Wharton Tech Club, Wharton Analytics Club, Wharton PE/VC Club, Wharton Sports Business Club, Wharton General Management Club

NORTHWESTERN UNIVERSITY

Evanston, IL

Bachelor of Science in Industrial Engineering & Management Sciences, Major in Economics

2006-2010

- Undergraduate Certificate from the Kellogg School of Management, Managerial Analytics

EXPERIENCE

AMAZON.COM

Seattle, WA

Retail Leadership Development Program MBA Intern, Amazon Launchpad

Summer, 2017

- Global Movement & International Product Compliance: Summer Project consisted of identifying areas of possible improvement within the international expansion of startups enrolled in the Amazon Launchpad program. Main point of emphasis was performance in international markets after launch as well as product compliance in each new country
 - Created framework that leveraged data analysis to identify startup and product attributes that were indicative of higher likelihood of success in international marketplaces following expansion in eight different countries
 - Created, validated, and implemented an international deployment plan for high-value startups that was projected to increase gross margin sales in new marketplaces by \$98MM
 - Designed Request-for-Quotation tool that projected to reduce turnover time of product compliance requests by 50% by centralizing communications with all third-party service providers within Amazon's service provider network

ACCENTURE

Chicago, IL

Consultant, Operations Analytics

2013-2016

Analyst / Senior Analyst, Accenture Digital

2011-2013

- Top-Five US Financial Institution
 - Created financial forecasts to properly plan for the liquidation of an affiliate financial institution with over \$2 billion in assets and meet government regulation requirements
- Top-Three Sports Apparel Company
 - Executed analytics-based inventory planning and safety stock strategies that resulted in 10% inventory reduction for short lead time product line
 - Created product segmentation and product lifecycle strategy that led to 15% increase in revenue by focusing resource allocation into high-margin products
 - Performed sensitivity analysis on inventory policies that led to changes within the firm's strategy that reduced excess inventory by over 15% for specific products across two geographic units
- Top-Three Cosmetics & Beauty Products Manufacturer
 - Created consensus planning strategies that improved coordination between supply and demand planners, allowing production plans to be created twice a month, as opposed to once a month
 - Led effort to create new reporting solution that created savings of over \$2 million in licensing fees
- Top-Three US Financial Institution
 - Implemented new auditing policies for customer complaints services within the bank's home loans and mortgages department that led to a decrease in repeat calls by 50% and allowed department to close 30% more customer complaints per week. Created metrics to track auditor's performance that increased passing rates from 70% to 90%
- Accenture Technology Platform
 - Created and executed deployment plan for Accenture's internal mobile device management solution that was distributed to over 150K users in over 30 countries

ADDITIONAL INFORMATION

- **Interests:** Sports Analytics and Sports Business Management, Aviation, Outdoor activities and Snowboarding, Huge fan of management science, business and non-fiction books
- **Languages & Nationality:** Spanish (Native); Venezuelan Citizenship, US Permanent Resident

CHANDRA AKSHITH KAZA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate, Major in Finance and Management

2016-2018

- Leadership Fellow; responsible for coaching 18 first-year students through leadership and personal development
- Admissions Fellow; responsible for conducting interview process and prospective student outreach
- First Year Academic Honors (top 20% of class); GMAT score - 750 (98th percentile)
- Director and Head Producer, Wharton Follies; sourced and secured largest corporate sponsorship in past five years

IMPERIAL COLLEGE, LONDON

London, UK

Master of Engineering in Chemical Engineering; First Class Honors (highest achievable grade)

2008-2012

- BP Prize in Chemical Engineering for outstanding academic achievement
- CGCA Student Activity Award for sustained extra-curricular contribution to College
- Treasurer of Chemical Engineering Society (elected): reduced deficit from \$4.5k to \$700 in one year
- Head of Education of Hindu Society (elected); Member of *The Tectonics* (a cappella group); Member of Hockey Club

EXPERIENCE

AMAZON

Seattle, WA

Senior Program Manager Intern, Amazon Logistics

Summer 2017

- Developed new product for logistics last-mile network. Owned end-to-end product conception and design, financial model, third-party partnership strategy and network planning; product saves 25% in last-mile costs customer delivery experience.
- Presented product proposal to senior leaders, resulting in inclusion in business planning cycle for Q3 2017 implementation.

OLIVER WYMAN

London, UK; New York, NY

Associate

2015-2016

Senior Consultant

2014-2015

Consultant

2012-2014

Financial turnaround, National Health Service hospital (UK):

- Guided consultant and client Finance Director in end-to-end analysis of operational performance using disparate datasets. Personally developed analysis methodology adopted by national regulator to diagnose drivers of poor financial performance in UK hospitals. Identified \$15m in annual cost savings (10% of revenues).
- Presented findings to Board and Government stakeholders, and developed business case to secure \$7m of funding from the UK Department of Health to implement operational changes. Implementation is underway.

Income statement forecast model development, Global bank (USA):

- Led team of three to develop suite of regression and judgment-based models to forecast bank subsidiary income statement. Analyzed business drivers through in-depth discussions with business leads. Coached team in building forecasting models based on these drivers and developed internal procedures for judgment-based forecasts used in annual regulatory submission.
- Managed mid-level and senior client relationships as main day-to-day contact; coached clients on new forecasting process.

Operational cost reduction feasibility study, Health insurer (USA)

- Led team of two to conduct high-level cost reduction assessment across business operations; liaised with business leads to refine analysis. Partnered with CIO and CRO as main day-to-day contact to shape recommendations to broader executive team. Identified 3-5% in cost savings, developed implementation plan and financial analysis to showcase potential returns.

Internal business development, healthcare technology (UK):

- Recognized potential for PKB's Electronic Health Records technology to complement OW healthcare delivery redesign offering. Organized cross-education event and initiated introductions with OW Partners, resulting in trial partnership.

Recruiting and training (UK and USA):

- Led sell teams of 5 for recruiting at non-target schools (30+ schools). Case interviewer for entry-level positions. New Consultant training facilitator, leading sessions to help consultants navigate their first project.

ADDITIONAL INFORMATION

- **Interests:** Climbing – indoor and outdoor bouldering; Photography – architectural and landscape; Reading – fantasy fiction, crime, self-improvement; Recreational sports – golf, squash, field hockey, cricket.
- **Volunteer:** Seedcamp, a startup accelerator, leading to advisory relationships with two technology startups (2014-2015); mentored underprivileged high school students in university admissions (2008-2015).
- **Technical skills:** SQL (intermediate), R and SAS (basic).
- **Languages:** Telugu (fluent), Spanish and French (basic).

MICHAEL KHASIN

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EDUCATION

- THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA
Master of Business Administration & Master of International Studies Candidate 2016-2018
- KING'S COLLEGE LONDON** London, UK
Master of Arts (Merit/Honors) in Conflict, Security, and Development from the War Studies Department 2008-2010
- JOHNS HOPKINS UNIVERSITY** Baltimore, MD
Bachelor of Arts in International Studies 2001-2005

EXPERIENCE

- AMAZON EU** London, UK
Pathways Operations Intern Summer 2017
- Created a series of sustainable and automated operations improvements that are used by the fulfillment center managers in the area with the highest level of customer impact: shipping. Identified the time and cost savings, analyzed large data sets, got buy-in from managers across the EU, and deployed the tools to a UK center with plans to scale across the UK network.
- MASTERCARD, ENTERPRISE PARTNERSHIPS** London, UK
Global Strategy Intern Summer 2017
- Sized \$80M+ market opportunities that leveraged Mastercard technology and network connectivity with non-traditional business and government partners to drive revenue and innovation in Smart Cities urban mobility and e-commerce travel.
- IMPACT COCOA SARL (www.impactcocoa.com)** Douala, Cameroon
Founder and CEO 2013-Present
- Founded and manage a profitable cocoa sourcing/export business in Cameroon. Negotiate contracts with multinationals (e.g. Cargill, Olam). Supervise local staff of 8.
 - Vertically integrated by adding trucking/delivery fulfillment, generating revenue for non-harvest months.
- US AGENCY FOR INTERNATIONAL DEVELOPMENT – via Management Systems International** Afghanistan
Project Deputy Director – Finance and Operations 2015-2016
International development consulting firm with over 70 economic growth and strategic planning projects worldwide
- Led financial, operational, and strategy implementation oversight for Afghanistan-based monitoring and verification project for USAID assessing the efficacy of over \$1B of 20 governance, stability, health, and development projects.
 - Supervised \$10M of subcontracts and 25 office staff. Oversaw 60+ field staff in politically insecure environments.
- Lead Monitoring and Evaluation Specialist** 2013-2015
- Managed office and staff of 7; Reduced project costs by over 10%; Conducted 12 performance evaluations of over \$500M in development aid, assessed USAID effects on stability and governance, and managed client relationships.
 - Led evaluations adopted by the Afghan Counternarcotics Ministry and USAID to transition opium farmers to licit crops.
 - Promoted to Lead Specialist after managing 3 evaluations of rural governance that helped strategically realign US policy.
- STRATLINK GLOBAL** New York, NY and Nairobi, Kenya
Senior Qualitative Analyst 2012–2013
Africa-based financial advisory firm providing clients with country analysis and connecting investors to growing companies in Africa
- Analyzed political risk and trends for multinational clients, leading to over \$100M in investments in Africa.
- UNITED STATES DEPARTMENT OF DEFENSE** Afghanistan, Italy, Sub-Saharan Africa
Social Scientist Team Leader for US/NATO Forces Afghanistan and US Army Africa HQ 2010–2012
- Led analytical research predicting future instability in Afghanistan, Botswana, South Sudan, and Nigeria; models assisted NATO to improve humanitarian efforts to combat extremism and the US Army to conduct quick-impact humanitarian work.
 - Promoted twice in 2 years. Recipient of 7 multinational civilian commendations for scenario analyses of insurgent behavior, helping NATO use aid to reduce violence and military casualties.

ADDITIONAL INFORMATION

Languages: Fluent in Russian and proficient in French

Interests: Travel to 70+ countries • Hiking off the beaten path (e.g. North Korea) • Hockey • Chocolate • Volunteer with refugees

ESTHER LEE

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EDUCATION

The Wharton School, University of Pennsylvania **Philadelphia, PA**
MBA Candidate, Major in Management and Marketing and Operations **2016-2018**

- *Leadership*: Wharton Graduate Association – Marketing; Wharton Asian American Association of MBAs – External Affairs; Communication Fellow. Engaged member of Tech Club, Entrepreneurship Club, and Agribusiness Club.

Yale University **New Haven, CT**
Bachelor of Arts, English **2005-2009**

- Graduated *cum laude*, with Distinction in the Major. GPA: 3.79
- Member of Yale College Dean's Office Freshman Counselor and Ethnic Counselor Program

EXPERIENCE

Amazon.com, Inc. **Seattle, WA**
Intern | Fortune 100 e-commerce and cloud computing company **2017**

- Delivered comprehensive (0-12 month) meal kit customer acquisition and retention strategy for AmazonFresh, working with key stakeholders, including Fresh Membership team, vendor managers, product managers, and business intelligence analysts
- Designed and executed live promotions reaching 400K+ customers to test effects of meal kit trial and loyalty offers
- Ran customer insights survey with 500+ respondents via Qualtrics to identify awareness and/or conversion issues, critical meal kit attributes, and top incentives for meal kit trial and purchase
- Analyzed internal traffic data and search patterns; customer demographics; and historical sales data to guide recommendations

Cowboy Wholesale Corporation **New York, NY**
Operations Manager | Major electronics distributor **2015-2016**

- Built operating procedures for distributor business with retail storefront covering 6K square feet and ~\$1MM on-hand inventory. Recruited, hired, and led starting team of 10 employees, and achieved first-year sales of \$5MM.
- Managed daily cash flow of \$10-\$80K through control of accounts payable schedule, domestic and overseas vendor payments, and all banking activities. Reviewed accounts receivables, credit lines, and merchant processing to mitigate risk.
- Successfully closed \$1MM SBA loan with partner bank to enhance cash flow and finance new product category growth
- Implemented company-wide POS system for 600+ SKUs to integrate pricing, inventory, and customer management

Icon Q Corporation **Garden City, NY**
Director of Marketing | Wireless technology e-commerce startup **2013-2015**

- Defined brand identity for new consumer electronics company with direct channel and e-commerce partner distribution (Amazon, Huckberry, Gilt, Birchbox). Developed 22+ SKU product roadmap, sub-branding lines, and product hierarchy.
- Oversaw social media, email campaigns, digital advertising, and public relations strategy. Directed Art and Design Manager on all package design and content production, and drove project timelines with manufacturers in Asia.
- Sourced and planned company booth for CES, with \$15K+ first-year budget. Managed 100+ trade and press contacts.

Coby Electronics Corporation **Lake Success, NY**
Human Resources Generalist | Global \$300MM consumer electronics manufacturer **2009-2013**

- Standardized HR functions for 120+ staff, including fulfillment centers and remote sales offices. Liaised with global partners.
- Authored company-wide redesign of performance management system, including custom forms for 7 employee classes. Produced new user guides and led specialized training sessions from executive to staff level.
- Implemented the company's first Affirmative Action Plan, first-ever ethics compliance course, and handbook update.
- Increased employee engagement through revamped employee communications, new core training programs, and off-site events. Pitched and launched "Bright Box", an original cross-functional initiative to review and implement employee ideas.

ADDITIONAL INFORMATION

- **Technical:** Microsoft Suite (Excel, PowerPoint, Word, Visio), Adobe Illustrator, Lightspeed POS, elementary SQL
- **Languages:** Fluent Korean, basic Mandarin
- **Interests:** Sustainable food businesses, youth mentorship, faith and work, and American literature

DAVID LOBO

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Major in Entrepreneurial Management 2016-2018

Master of International Studies Candidate; Focus in Latin America, Spanish Language

- Selected to participate in competitive *Semester in San Francisco* program focused on VC, technology, and entrepreneurship
- Global Knowledge Lab: Master's thesis on the global development and impact of mixed reality (VR/AR) technology
- Clubs: Wharton Venture Partners (Board), Entrepreneurship (Board), Technology, Innovation & Design, PE/VC, and Soccer

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL Chapel Hill, NC
Bachelor of Arts in Economics; Concentration in Pre-Medical Studies 2008-2011

- Clubs: Out of State Students' Association (President 2011, Political Chair, PR Chair), Leadership Institute, Delta Sigma Iota (Ambassador, New Member Educator), Economics Club (Board), Habitat for Humanity Paraguay

EXPERIENCE

AMAZON Irvine, CA
Sr. Product Manager Intern, Amazon Appstore Summer 2017

- Developed loyalty program to increase Amazon Appstore's monthly active users by 30% and annual revenue by \$100M
- Designed product requirements, wireframes, and metrics to improve engagement and retention on Amazon & Android devices
- Built and maintained relationships across engineering, design, business development, and with other stakeholders to quantify costs and timeframe, plan launch strategy, and create A/B tests to validate hypotheses and make data-driven decisions

INTOUCH Philadelphia, PA
Personal Relationship Management App to Help Non-Sales Professionals Stay Connected 2016
Founder & CEO

- Advanced concept from ideation to product-market fit through interviews, design, and prototyping
- Awarded \$14,000 from Penn Wharton Innovation Fund, Penn I-Corps, Ballard Spahr; Incubators: Weiss Labs & Wharton VIP

ROCKET INTERNET | LINIO.COM Mexico City, Mexico
Entrepreneur in Residence at the largest B2C E-Commerce in Spanish-speaking Latin America 2013-2015

Manager, Payments Strategy

- Led and trained four business analysts and developers to create analytics (Tableau), analysis, and automated tools
- Developed accounts reconciliation tool for finance team to accurately check Payment Service Providers' invoices, immediately decreasing reconciliation processing time by 94% and eliminating variances, recovering \$20K/month
- Evaluated managers' monthly performance and controlled P&L for 40-person team through budgeting and forecasting

Manager, Operations Strategy

- Established incentive structure and model for ranking vendor performance to allow Key Account Managers and Seller Ops Teams to take immediate action on bottom 25% of vendors with poor performance metrics
- Enhanced warehouse output by 10% by identifying and addressing inefficiencies in shipping supply chain

Head, USA Marketplace

- Launched international marketplace for Linio, allowing US Sellers to sell directly to Latin American customers
- Managed team of six to uncover leads, on-board new users, price, and generate sales; grew marketplace contribution by 8%

Venture Developer, Marketing & Business Intelligence

- Partnered with CMO to design methodology and process to increase customer repurchase rate by 5%
- Mapped data requirements through interviews with all senior leaders and teams to implement new data warehouse

DELTA AIR LINES Atlanta, GA
Senior Financial Analyst, Financial Planning and Analysis 2012-2013

- Tracked, managed, and analyzed all of Delta's \$5.2B in capital projects and deployed \$850M for new initiatives
- Prepared monthly, quarterly, and yearly earnings releases distributed to the Board of Directors, CXO's, and senior leadership
- Managed product development of capital tracking tool, improving efficiency and decreasing yearly FTE costs by \$25,000

ADDITIONAL INFORMATION

- **Interests:** Passionate about emerging tech, Spikeball, Ultimate Frisbee, and traveling (40+ countries); Fluent in Spanish
- **Community:** Built and led Linio's CSR organization, leading 20 people to execute four social/service initiatives

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Strategic Management and Business Analytics

2016-2018

- President of Wharton Global Impact Consulting Club, Director of Wharton India Club, Organizing Member of Wharton India Economic Forum, Crew Member of Wharton Follies and Drummer at Battle of the Bands
- GMAT: 760/800 (99th Percentile)

INDIAN INSTITUTE OF TECHNOLOGY

Madras, India

Bachelor of Technology in Electrical Engineering

2004-2008

- Event Coordinator for the institute's annual All-India cultural and technical student festivals, attended by over 25,000 people
- Played drums for the institute band and represented the institute for various inter university music festivals.

EXPERIENCE

AMAZON.COM

Seattle, WA

Senior Program Manager

Summer 2017

- Identified opportunities to reduce the last mile cost per delivery for Amazon Fresh (membership grocery delivery service) by up to 13%. Learnt to use SQL and Tableau as a part of the job.
- Implemented the proposed solutions at a delivery station in SF, identified scope for further improvement by performing site visits and monitoring daily metrics and developed a roll out plan for implementation in all the other stations.

EASTERN UNITED PETROLEUM SERVICES

Kuwait

Sales Engineer, Logging & Perforation

2015-2016

- Delivered technical and consultancy solutions to Oil/Gas sector clients (Kuwait Oil Company and Chevron) about formation evaluation and suggested the optimal services based on well condition.
- Introduced a new technology in Kuwait market in collaboration with another Denmark based company thereby resulting in new projects worth close to \$1 million.
- Streamlined the work process and reduced the average product delivery time from 9 days to 3 days by redefining responsibilities and improving accountability of the employees.

HALLIBURTON ENERGY SERVICES

Kuwait

Field Service Coordinator, Logging & Perforation

2014

- Led a multinational team of 20 direct report engineers and 40 technicians and operators. Credited as the youngest coordinator ever in Halliburton, Kuwait.
- Achieved operational efficiency of over 97% against a company target of 95% by performing frequent field audits and developing an internal training system for the employees.
- Managed mobilization and demobilization of equipment worth around \$30 million and optimized utilization of assets, resulting in an 8% increase in revenue.

Field Professional (Associate, General and Senior), Logging & Perforation

2009 – 2013

- Received “Most Value Added Performer” Award, chosen from a global pool of employees, on two different occasions for exhibiting excellent service quality and safety records.
- Trained more than 10 Field Engineers and mentored more than 15 operators to enhance their capability and performance in various services provided to client.
- Supervised projects that generated revenue of more than \$4 million in 2012 and 2013 each, the maximum revenue by an engineer for each year.
- Appeared within top two ranks in all Halliburton trainings conducted in Egypt and US.
- Led mission critical, time sensitive rig projects involving hazardous radioactive materials and explosives in more than 400 different wells under hostile environmental conditions.

ADDITIONAL INFORMATION

- Social Impact: Led a team of four members to work on the concept of village co-creation as a part of Wharton Global Impact Consulting Club in collaboration with Gengxin, a social enterprise based out of an ancient village in rural China.
- Community: General Secretary of the non-profit organization, “Apna Bharat Society”, which is registered with the Indian Embassy in Kuwait. Organized cultural programs and raised money for charity in India.
- Awards: First rank holder in Regional Maths Olympiads, India.
- Languages: English, Hindi, Malayalam, Tamil, Arabic (Elementary)
- Interests: Music, Travelling, Cricket, Rubik's Cube

PRAMATHA NAIR

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance

2016-2018

- Wharton Impact Investing Partners: Director of Training (2017-18); Investment Associate (2016-17). Source and conduct due diligence on Series A impact investment opportunities with venture-grade growth potential.
- Admissions Fellow: Recruited through competitive selection process to represent the School to prospective students and evaluate applicants during the admissions process.
- Wharton India Economic Forum: Board Member liaising with Global CEOs for attendance and participation at one of the largest and most prestigious India-focused business conferences
- Wharton Social Impact Initiative Fellow: created a go-to-market and funding strategy for pan-African investment platform

THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

London, UK

Bachelor of Science in Finance and Accounting, with Honors

2009

SIMBA INTERNATIONAL SCHOOL (K-12)

Ndola, Zambia

EXPERIENCE

AMAZON.COM

Seattle, WA

Senior Product Manager, Amazon Cloud Drive

Summer 2017

- *Market research*: conducted in-depth interviews and quantitative market research to identify customer content consumption patterns and customer pain-points
- *Product Proposal*: created differentiated product offering for Amazon Drive to target new customer segment that will facilitate 50% growth in paid customers
- *Product design*: developed business requirements and product user stories to collaborate with software developers and UI designers to design new and intuitive customer experience

J.P. MORGAN, CORPORATE INVESTMENT BANK

London, UK

Vice President, Product Management

2015-2016

- Collaborated with asset manager clients on implementing current transfer agency product and incorporating clients' strategy in future product development
- Shaped two key product functionalities that enabled functionalities to increase competitive advantage and ensure regulatory compliance; directed feature execution across thirty-five-person cross-functional technology and operational teams
- Led monthly senior management cross-region governance meetings on behalf of Global Product Head to manage risk, platform upgrades, vendor management and operational errors across product
- Managed and mentored team Analyst, training for promotion to Associate

Associate Vice President (Senior Associate), Sales Strategy Business Manager

2013-2014

- Formulated sales strategy for EMEA Asset Manager clients producing annual revenues of \$1B; devised 2015 objectives and growth clients through market research and analysis of in-house client data
- Modeled client trend analysis and sales opportunities resulting from merger of Markets and Investor Services businesses; published internal report on findings for use by leadership at quarterly earnings call
- Represented sales team and collaborated with events and communications teams to organize J.P. Morgan's largest client conference in Paris, attended by the CEO Jamie Dimon

Associate, Chief Financial Office

2012

- *Financial modelling and forecasting analysis*: Developed interconnected financial model that saved five days of effort monthly and increased efficiency in identifying drivers of variances to budget

Analyst, Graduate Program (London, UK; Luxembourg, Grand Duchy of Luxembourg)

2010-2011

ADDITIONAL INFORMATION

- **Interests**: Classical South Indian singer and Veena (stringed instrument) performer; J.P. Morgan Choir (alto)
- **Non-Profit leadership experience**: Hatch Social Enterprise Incubator Mentor (2014-2016); JP Morgan Volunteer Leadership committee (2012-2016); Wellness Society Committee; (Luxembourg, 2011);
- **Languages**: Hindi, Malayalam and Tamil

ABHINAV PRATEEK

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major - Entrepreneurial Management, Business Analytics

2016-2018

- Awarded Edward B. Shils/Leonard L. Zeidman Fellowship based on academic and entrepreneurial accomplishments
- Co-Chair - Wharton India Economic Forum, Co-Founder – Penn Blockchain Club, Head of Tournaments – Squash Club
- Selected to participate the SSF program focused on entrepreneurship and technology; GMAT: 740 (97%); Director's List

INDIAN INSTITUTE OF TECHNOLOGY, KANPUR

Kanpur, India

Bachelor of Technology, Major in Mechanical Engineering, (GPA – 9.0/10.0, Departmental Rank -3)

2008-2012

- Ratan Swarup Prize- best student for excellence in academics and extracurricular activities in the graduating class;
- Academic Excellence Award - awarded to top 5% of the batch; award for best all-round performance in the department
- Silver medal in Inter IIT Sports Meet'10 and Gold medal in National Sports festival, IIT Roorkee'09 in lawn tennis
- General Secretary, Science & Technology Council - Elected by over 5000 students, led a team of 50 executives to manage 11 clubs, Takneek'11 (intra college technical fest), and a budget of \$22K; launched Scientia (Council Magazine)
- Co-Founder, Society of Automotive Engineers, IIT Kanpur Chapter – built a team for competitions: FSAE, and SAE BAJA
- Counselling Service – Link Student (tutored 4 academically underperforming students), Student Guide (mentored 7 students)

EXPERIENCE

GRUBHUB, INC.

New York, USA

Product Manager, MBA Intern – Diner Acquisition

2017

- *Dish Discovery for Diners* – built product proposal for the feature; secured approval from CTO and Senior VP, Product
- Designed user experience and user interface for the product feature; worked with user research team to conduct qualitative research with 25 diners and with product designer to finalize the product design
- Built MVP proposal in collaboration with data team, content team, backend and frontend developer teams
- *Homepage Redesign* – analyzed A/B test engagement and conversion data for homepage funnels; identified improvements

URBANCLAP INDIA PVT. LTD. (India's leading technological home services series B funded startup)

Gurgaon, India

Product Development and Strategy Intern

2016

- Strategized and executed move from aggregator- to individual-based model in plumber, electrician and carpenter categories in Hyderabad; reduced instances of “bad customer experience” by 22.9% and increased delivery percentage by 16.5%
- Identified top 3 potential customer segments using cluster based customer segmentation technique for non-booking vertical (50% of business by volume); formulated product, marketing and supply strategy; presented recommendations to the CEO
- Developed a unified operations dashboard to help improve operations team efficiency by 75%

AVSHESH (India's first online B2B waste management platform connecting waste sellers to buyers)

Delhi, India

CEO & Co-Founder

2014-2016

- Expanded scope of business from e-waste to industrial waste in year 2, generated leads worth \$6 MM at 10% conversion rate
- Established a team of 16 members to develop the product in a commercial format, and enable sales and customer acquisition
- Developed online auction platform with time extension; helped clients recover additional 50% value on sale of e-waste
- Led android app and web platform development in coordination with UI/UX designer and engineers; resulted in 900 MAU
- Registered 3500 small & medium organizations, and 10 large enterprise clients through B2B sales cycle

ITC LIMITED (India's largest consumer products company, Revenues of ~\$8B / year)

Kolkata, India

Assistant Manager – Essenza di Wills (EDW): A premium fragrance brand & Process Development

2012-2014

- Exceeded the target turnover and reached record value of \$1.46 MM, registering a 27% growth
- Implemented a new EDW deodorant supply chain model to improve the supply to demand ratio from 0.51 to 0.96
- Managed product development cycle: identified customer need, build product with R&D, gathered customer feedback, designed packaging with international design house and packaging team leading to the finalization of two new fragrances
- Setup a unique small-scale manufacturing unit for ‘floating soap,’ with an annual revenue generation potential of \$750 K
- Implemented improvements in design and control logic of soap manufacturing equipment; reduced yearly losses by \$500 K

ADDITIONAL INFORMATION

- **Technical Competency:** SQL, Redash, Tableau, Optimizely, Jira, HTML, PHP, Matlab, Java, R
- **Awards:** Recipient, Gold Medal in Indian National Chemistry Olympiad'08 (awarded to top 32 students in India); selected for J N Tata Endowment in the year 2016 for higher education of Indians based on outstanding achievements
- **Interests:** Internet products, emerging Market startup; surfing, trekking; squash, tennis

TING-CHUN (GLEN) YEH

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration; Major in Entrepreneurial Management and Business Analytics **2016-2018**

- Selected to participate in the Semester in San Francisco program (SSF) focused on technology; Awarded SSF Fellowship
- VP of Career for Asia Club; Member of Tech Club, Entrepreneurship Club, FinTech Club, Boxing Club, Greater China Club
- GMAT: 740 (97th percentile)

NATIONAL CHENGCHI UNIVERSITY **Taipei, Taiwan**
B.A. in Radio & Television, and B.B.A. in International Business **2008-2013**

- GPA: 4.0, Dean's List
- Produced 15+ films (including a romantic film with 57,000+ views); Member of Ballroom Dancing Club

PURDUE UNIVERSITY **West Lafayette, IN**
Exchange Student in Krannert School of Management **2012-2012**

- GPA: 4.0, Dean's List

EXPERIENCE

AMAZON **Seattle, WA**
Senior Product Manager Intern – Alexa Smart Home **2017**

- Initiated a customer rewards program with a product launch plan, including the user study, financial and technical analyses, and product design, resulting in a projected 86% increase in device engagement; secured approval from group Director
- Conducted a survey with a sample of 14,000 users, identifying user pain points and user feedback for new initiatives

LINE (No.1 messaging app in Japan, Taiwan, and Thailand. With 200+ million active monthly users) **Taipei, Taiwan**
Product Manager – LINE@ Product Team **2014-2016**

- Led a 15-member cross-functional team in formulating the go-to-market strategy for a new social and mobile marketing product that reached 30% user penetration in the small and medium business market within one year
- Developed ongoing digital and mass media marketing campaigns with the marketing team and increased awareness of target audiences from 0% to 70% and achieved 30% compound monthly growth rate of new user accounts within eight months
- Conducted market research, worked with a Japanese product development and engineering team and a Korean service planning team to formulate future product specifications and new services, including desktop version of the 1-to-1 chat interface that increased usage rate of 1-to-1 chat by 15%
- Presented product marketing, operational strategy, and execution plan to CEO at company headquarters, making the product into one of the top three critical projects in the Taiwan branch

Business Development Specialist & Founding Member of Taiwan Branch **2013-2014**

- Acquired and managed 50% of all company advertising clients by actively developing potential customers and building strong client connections, increasing revenue by US\$2.4 million
- Managed sticker sales, which represented 20% of LINE's revenue, negotiated with and contracted 40+ top tier illustrators, celebrities, and TV shows for exclusive selling rights

GOOGLE **Taipei, Taiwan**
Marketing Intern **2012-2012**

- Collaborated with country marketing manager to promote Google Search, Google+, and the concept of "One Google" through two promotional videos with 550,000+ views, a gathering of 100+ bloggers, and an outdoor event
- Planned and fine-tuned "Google Games," the world's first large-scale outdoor user event, to promote the concept of "One Google," attracting 40,000 onsite users and 20,000 Google+ account activations

INTEL **Taipei, Taiwan**
Marketing Intern & Campus Ambassador **2011-2012**

- Created a digital marketing event, achieving 30,000+ page views and 14,000 Facebook "Likes" in one month

ADDITIONAL INFORMATION

- **Skills:** R, SQL (basic), Google Analytics, Google AdWords, Axure, HTML, Python (basic), Java (basic)
- **Interests:** Body Combat (mixed martial arts), video production, hiking, boxing
- **Languages:** Mandarin (native)

YIQING (ANGELA) YU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate

2016-2018

- Active member of Tech Club, Entrepreneurship Club, Greater China Club, Boxing Club, and Food Club
- Selected to participate the Semester in San Francisco program focused on entrepreneurship and technology

SHANGHAI JIAOTONG UNIVERSITY

Shanghai

Bachelor of Business Administration

2008-2012

- Awarded 2009 Shanghai Municipal Government Scholarship for academic excellence (Top 1%)
- VP of Social of Student Union; VP of Public Relations of Career Center; Founder of student online group-purchase platform
- Selected to exchange program with scholarship (Top 2%) at Rotterdam School of Management, Erasmus University

EXPERIENCE

ASCENSIA DIABETES CARE

Basel, Switzerland

Global Strategy MBA Program Summer Intern

June-July, 2017

- **Designed channel strategy and product portfolio for China:** Analyzed growth drivers of BGM market, competitor landscape and channel evolution dynamic; Proposed OTC channel strategy including channel position, city focus, SKU pricing and offering solution based on city-level data analysis
- **China digital patient management project:** Analyzed Chinese consumer digital behavior and characteristics, unique mobile internet ecosystem and its implication to the digital diabetes patient management solution leveraging WeChat platform

FRESHFRESH (A Round-B online grocery startup)

Shanghai

Business Development Manager

May-June, 2017

- **Built an APP-based content community:** Initiated an online UGC and PGC community to attract new customers and retain loyal customers; designed key interactive topics, sourced more than 20 content KOLs and negotiated partnership models; designed product prototype, UI and key functions with product and technical team
- **Led new customer acquisition project:** Piloted new customer acquisition approach by leveraging social network; initiated office afternoon tea group-purchasing marketing including offering design, marketing campaign and implementation, A/B testing of different offering and ticket size; analyzed conversion rate and repurchase rate

MCKINSEY & COMPANY

Shanghai

Associate

2015-2016

Business Analyst

2012-2015

Focused on strategy development and implementation, digital marketing, project management. Selected projects include

- **Corporate strategy** for a leading European medical device company
 - Assessed China diabetes medical device market landscape, sourced potential M&A targets for partnership
 - Designed the diabetes patient management solution including patient data tracking, online health advice system and diabetes clinic treatment to build up a patient-oriented ecosystem
- **Digital marketing strategy** for a leading global life insurance company; Sales conversion rate increased by 10% for pilot
 - Analyzed unmet service needs of customers in both daily life and key life events, designed and verified affinity marketing through partnerships with online digital ventures to expand customer base
 - Led digital partnership selection initiative within fitness, maternal care and women health areas, set up systematic criteria, shortlisted over 120 partners and facilitated partnership discussion with 3 prioritized digital players
 - Designed a digital marketing product to pilot partnership with a top sports data tracking app including customer acquisition approach, hook product design and customer service offering
- **New tech product launch strategy** for a leading global tech company; China sales outperformed by over 15%
 - Analyzed tablet market in China, led competitor analysis, identified 3 targeted customer segments and purchase decision factors based on customer survey and assessed financial impact under various scenarios
 - Designed market entry initiatives including flagship store set up, multichannel partnership and targeted marketing plan
 - Led a global cross-functional team of 5 to implement key initiatives across 4 top cities including field visit, store-in-store location selection, multichannel partner negotiation and floorplan design

C&A, top European fast fashion retailer (McKinsey Secondment Program)

Shanghai

Project Management Officer (Directly report to CEO and CFO)

2014-2015

- **Customer store experience enhancement.** Led customer pain point analysis, competitor benchmark and key initiative implementation and A/B testing. Customer satisfaction increased by 10% after 3-month rollout
- **Inventory management optimization initiative.** Led a cross-functional team of 5 from marketing, sales, buying, sourcing and IT to design optimized inventory management solution based on real-time sales data. Created SOP for internal team, led negotiation with suppliers and updated IT system. Achieved 10% additional revenue from basic products in 2014 Q4

ADDITIONAL INFORMATION

- **Interests:** Cooking (hosted Wharton Chef's Dinner, strategic advisor of a Chinese cooking school), trekking (led a team to Tibet Mount Kailash, Annapurna in Nepal, HK Outward Bound Certificate), crossfit, karate, boxing
- **Community work:** Fundraiser and walker in 2014 12-hour 50KM Charity Walkathon; Leader of university voluntary teaching program; Volunteer for disadvantaged children caring program at McKinsey
- **Languages:** English, Chinese