

XU Wenyin (Vincent)

Date of Birth 15 July 1986
Nationality Chinese
Contact details wenyin.xu@insead.edu / wenyin.xu@hotmail.com
+86 131 2231 2921



PROFESSIONAL EXPERIENCE

2008 – 2015

Morningstar Inc.

World's leading investment research institution with 3,500 employees in 27 countries

Sales Director (2013 – 2015) *Youngest sales director on China team*

China

- Spearheaded regional business in new sales and current business maintenance, expanded Shanghai office from representative office to regional branch in two years
- Exceeded 2013 and 2014 sales target by 44% and 26%; ranked team's No.1 in 2015 sales in first half of year
- Built and maintained partnership with a local redistributor to promote sales of new product; successfully penetrated new business territory and boosted new product's business by more than 20% in one year

Project Manager (2011 – 2012)

United States

first data analyst in China being promoted to Chicago headquarter as Project Manager

- Directed teams of design, tech and data in launch of "Morningstar Future Distribution™" software. Finished project within tight schedule and harvested total revenue of US\$100k in 2011
- Managed six analysts across three teams in China and Chicago to continuously improve production efficiency by 25% in six months
- Collaborated closely with tech teams across three offices; integrated existing NASDAQ data feed and saved costs of purchasing data from extra vendors

Data Analyst (2008 – 2011)

China

- Analyzed data false alarms during financial crisis, coordinated in projects to re-design and implement enhanced data monitoring mechanism and decreased number of false alarms by 70%
- Conducted in-depth research on fund performance; implemented additional layers of analyzing process. Method was later introduced to UK and other 4 major markets
- Coached analyst team in Morningstar's new Israel office and provided guidance on general industry practices, operating procedures, etc.

EDUCATION

2016 **INSEAD** MBA Class of December 2016 **France, Singapore**
GMAT:730; event co-organizer for China Dragon Week
2015 **HBX | Harvard Business School** Pre-MBA Courses on statistics and accounting **United States**
Passed with honors
2004 – 2008 **Dongbei University of Finance and Economics** **China**
B.A, Economics

LANGUAGES Mandarin (Native), English (Fluent), Cantonese (Practical), French (Basic – Under study)

OTHER EXPERIENCE

2016 **Roundforest Inc** **Israel**
Technology startup that specializes in SEM to help e-commerce consumers make better decisions
Global Strategy Intern

- Evaluated financial and strategic implications of an acquisition of a U.S media group, which could potentially boost company's valuation to more than \$ 1 billion. Worked with CEO in the effort to quantify the synergy and secure investments from private equity firms
- Led the draft of expansion plan to China market in e-commerce field and researched on possibility of an innovative "comparison" plus "call center" business model

2015 **Roland Berger Strategy Consultants** **China**
Pre-MBA Intern

- Led efforts to benchmark energy sector for a major conglomerate; interviewed experts, consulted firm resources and analyzed data to deliver the proposal

2011 – 2012 **Chicago Math and Science Academy**, College Application Mentor **United States**

- Advised an underprivileged student on college application and helped him get into Loyola University

2009 – 2011 **KangYun Foundation**, English Translator **China, United States**

- Translated fund raising proposals to build primary schools in China; two schools established during tenure

PERSONAL INTERESTS

- Cycling: committed cyclist, rode 32 kilometers every workday in Shenzhen; shipped bike to Chicago when transferred
- Mentoring in career development for fresh graduates and young professionals
- Sailing, representing INSEAD on Global MBA sailing competition in Greece and won 1st prize as a team