MAXIMILIAN LI

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EDUCATION

2018-present **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING**   Evanston, IL
NORTHWESTERN UNIVERSITY
MMM Joint Degree Candidate, MBA and MS Design Innovation, June 2020
- Majors: Marketing/Tech Management; Concentration: Data Analytics.
- 2018 Case Competitions: Designed a multi-modal motion sickness solution for autonomous vehicles as a Goodyear Innovation Challenge Winner; Created a re-branding marketing strategy for Azure AI as Microsoft Innovation Challenge Finalist; Haas Amazon Tech Challenge Finalist; Cisco Challenge Semi-Finalist.

2008-2013 **PRINCETON UNIVERSITY**   Princeton, NJ
Bachelor of Arts, Art & Archaeology, June 2013
- Awarded the Seeger Summer Fellowship to study at the Institute of Balkan Studies (Summer 2011); Research Associate at the Princeton Numismatic Collection (August 2012 – May 2013).

EXPERIENCE

2019 **SAMSUNG ELECTRONICS AMERICA**   Ridgefield Park, NJ
MBA Product Management Intern, June 2019 – Aug 2019
- Developed a new 5G-centric Content & Service partnership framework to recommend new business arrangements with Verizon to capture ~$125M of negotiation opportunities; Coordinated framework roadmap opportunities with SVP and GM of Samsung's Verizon Business Unit to launch strategy in Q4 of 2019.
- Worked with cross-functional teams (marketing, engineering, and business planning) to develop specifications and roadmaps for building out prioritized 5G-enabled services and partnerships.

2017-2018 **COGNOSANTE –** Healthcare Technology Consulting Service   Los Angeles, CA
Senior Software Engineer, March 2017 – June 2018
- Managed a 7-person distributed technical development team as the lead developer to design, architect, and develop a platform offering real-time patient information to care delivery organizations.
- Partnered with our executive team and third-party vendors to execute successful eSante Inform product launch with American Indian Health Services, Alabama and Puerto Rico Medicaid agencies as initial customers.

2016-2017 **STEADYMD –** Affordable Concierge Primary Care Service   Los Angeles, CA
Software Engineer, August 2016 – March 2017
- Cultivated product roadmap and strategies with a three-person team, including the COO for a concierge medicine platform; realized 100%+ increase in active monthly users in the first four months of product launch.
- Designed and coded a cross-platform SteadyMD experience for web, iOS, Android, and desktop; managed the three-person team according to lean methodologies to continuously iterate and meet tight deadlines.

2015-2016 **FUNNELENVY –** B2B Account-Based Marketing Platform   San Francisco, CA
Junior Software Engineer, December 2015 – August 2016
- Managed the engineering processes for a six-person distributed team as SCRUM Master to build and launch a B2B marketing and customer personalization platform for companies such as HP and VMware.
- Increased team sprint velocity by 70% by enhancing communication with team members through twice-daily meetings; facilitated cross-functional collaboration among key stakeholders, engineering team, and sales team.

2013-2015 **CHICAGO PUBLIC SCHOOLS**   Chicago, IL
Special Education Teacher (Pre-K to 5th Grade), June 2013 – July 2015
- Selected for The New Teacher Project fellowship through a rigorous process with an 8% acceptance rate.
- Introduced a bi-weekly Hour of Code program at Wadsworth STEM for a class of 4th graders to build mobile math apps. As a result, students demonstrated up to 120% increase in standardized math test scores.

ADDITIONAL DATA

- **Bootcamp Instructor:** Co-taught two sessions of UCLA Coding Bootcamp (6-month part-time coding bootcamp).
- **Tech Consultant:** Performed pro bono web and marketing services for nonprofits such as LA Promise Fund and Rainbow Services; Commissioned to design and create online strategy for fashion and real estate venture firms.