

# Wenmiao Liang

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## EDUCATION

### National University of Singapore

Aug 2020 - Jun 2021

Master of Science, Management of Technology | School of Engineering

Singapore

- Selected Coursework: Venture Funding, Corporate Entrepreneurship, Strategic & New Product Development, Management of Technological Innovation, Technology Forecasting & Intelligence, Tech Launch - Experimental Entrepreneurship, Marketing of Hi-Tech Products & Innovations, IP Management, Patent Data Analytics for Innovation Management, Problem Solving for Engineering Managers

### Shandong University

Sep 2014 - Jun 2018

Bachelor of Science, Physics | School of Physics

Jinan, China

- Transferred from School of Public Health in 2015, and finished 5-year course within 4 years
- Relevant Coursework: Advanced Mathematics, Linear Algebra, Probability and Statistics, AI and Robotics, Investment and Financing

### Peking University

Aug 2016

Summer Session, Innovation & Entrepreneurship | School of Software & Microeconomics

Beijing, China

- Selected Coursework: Project Management, Finance Innovation & Internet Finance, Public Speaking

## PROFESSIONAL EXPERIENCE

### Gao Feng Advisory Company

Jan 2018 - May 2020

Strategy Consultant (fulltime), Management Consulting

Beijing & Shanghai, China

- Worked on ~10 consulting projects, including strategy development, business planning, market assessment, market research
- Key Capabilities: desktop research, data analysis, framework development, expert interview, modeling; Key Sectors: retail, automotive, healthcare
- Selected Project Experience:
  - Assisted a leading Chinese dietary supplement company:
    - Phase 1: to design its transformation strategy, developed an OMO (online merged with offline) and technology-enabled new retail strategy
    - Phase 2: to draft its business plan based on the OMO and new retail strategy, in order to attract potential investors and franchisees
  - Assisted a major European 3P logistics services company to conduct market assessment of China's logistics market, from both demand side (several sectors including retail, automotive, industrial equipment) and supply side (including technology and innovative models)
  - Assisted a major US automotive OEM to study and understand China's outlook in 2030 for their further strategy planning, including future trends of AV (autonomous vehicle) and mobility

### BDA Limited

May 2017 - Dec 2017

Part-time Assistant, Financial Advisory

Beijing & Jinan, China

- Led 30 junior assistants to investigate in 20+ campuses of a K12 education company in Jinan; collected basic data, and estimated the revenue of this company for a PE firm that was interested to invest
- Collected and analyzed data from 70+ samples about shared bikes' for a VC firm to refer in their investment process

### Zaowanwu Limited (Maker Bean)

Jun 2017 - Jul 2017

Marketing & Operation Intern, Start-up Company

Beijing, China

- Organized the 1st AI self-driving summer camp "Tsing-driving Youth" and contributed 20% revenue of the project by online marketing
- Designed and developed potential attractive AI courses for teenagers of different ages
- Assisted the external relationships and the company was later acquired by an Internet giant in China

## LEADERSHIP & TRAINING EXPERIENCE

### Secretary General | Innovation & Entrepreneurship Club of Shandong University

Oct 2016 - Jun 2017

- Conducted operation of the club (~30 people) and landscape research on start-ups and innovative technologies
- Designed and held Shandong province's first ever start-ups' job fair in Shandong University within a month, which attracted 70+ start-ups with 1800+ job openings offered; the event was influential and reported by several media agencies

### Young Talent Program Trainee | Citibank (Beijing)

Feb 2017

- Key Training Courses: Financial analysis, Industry research, Financial modeling, Structured financial products, Bonds, Business Plan
- Proposed a business plan for potential cooperation between Citibank and an automotive company

## MISCELLANEOUS

- **Languages:** English (Fluent, IELTS: 6.5), Chinese (Native); **Skills:** Microsoft Office (Word, PPT, Excel), Thinkcell, Basic Programming
- **Online Course Certificates:** Marketing (Tsinghua University); Introduction to Financial and Management Accounting (ACCA)
- **Uniqueness:** Believer of "First Principles"; Curious and love to explore the unknown; Love meditation; Willing to travel frequently

# 梁文淼

(86) 17865192775 | (65) 9014 9758 | wenmiaoswatn@outlook.com | 新加坡

## 教育背景

### 新加坡国立大学

2020. 08 - 2021. 06

理学硕士，技术管理 | 工学院

新加坡

- 核心课程：风险投资，企业创业学，战略性新产品开发，科技创新管理，技术预测与智能化，技术启动-试验性创业学，高科技产品与创新市场营销，知识产权管理，基于创新管理的专利数据分析，工程产品经理的解决问题

### 山东大学

2014. 09 - 2018. 06

理学学士，物理学 | 物理学院

济南

- 2015 年由公共卫生学院转专业至物理学院，4 年内成功完成 5 年课程计划
- 相关课程：高等数学，线性代数，概率论与统计，人工智能与机器人，投资理财

### 北京大学

2016. 08

暑期学校，创新与创业 | 软件与微电子学院

北京

- 核心课程：项目管理，金融创新与互联网金融，公众演讲

## 职业经历

### 高风管理咨询公司

2018. 01 - 2020. 05

战略咨询顾问（全职），管理咨询

北京&上海

- 两年内参与 10 余项目，涵盖战略制定、商业计划、市场评估、市场调研等多方面
- 主要能力：案头研究，数据分析，框架制定，专家访谈，基础建模等
- 覆盖行业：零售，汽车，医疗
- 项目经历举例：
  - 帮助一家国内领先的医疗保健品公司：
    - 阶段 1：帮助其制定公司转型战略，制定了 OMO（线上线下融合）和基于技术的新零售战略
    - 阶段 2：基于阶段 1 的 OMO 和新零售战略为客户制定针对潜在投资者和加盟商的商业计划书
  - 帮助一家欧洲大型三方物流公司评估中国的物流市场，该研究包括需求端（不同的市场领域如零售、汽车、工业品）和供应端（包括技术与创新模式）
  - 帮助一家美国大型的汽车制造商研究中国 2030 年的市场概况以协助其未来战略制定，研究重点包括自动驾驶和移动出行

### 北京博达克咨询公司（BDA）

2017. 05 - 2017. 12

兼职项目助理，投资咨询

北京&济南

- 带领 30 位初级项目助理调研某家 K12 教育公司的济南 20 余分校；收集基础数据并通过搭建模型来预估该公司的营业额，为潜在的股权投资公司提供数据支撑
- 为某风险投资机构收集并分析关于共享单车的 70 余样本数据并进行初步分析

### 北京造万物科技有限公司（每颗豆）

2017. 06 - 2017. 07

市场与运营暑期实习生，创业公司

北京

- 组织了第一届“清驾少年”无人驾驶夏令营，并通过在线社群营销贡献了该项目 20% 的营业额
- 为不同年龄阶段的青少年设计和开发潜在的有吸引力的人工智能课程
- 协助对外关系与沟通，后公司被网易有道收购

## 领导力&培训经历

### 秘书长 | 山东大学创新创业俱乐部

2016. 10 - 2017. 06

- 进行俱乐部（约 30 人）的内外部运营工作，以及关于初创企业和创新进行研究
- 一个月内在山东大学成功策划并举办山东省首个初创企业招聘会，吸引了 70+ 初创企业，提供了 1800+ 职位；被多家媒体报道
- 于 2017 年被山东大学学生就业创业指导中心评为“年度优秀学生工作者”

### 青年精英计划 | 花旗银行（北京）

2017. 02

- 核心培训课程：金融市场分析，行业研究，金融建模，结构化理财产品，债券，商业计划
- 起草策划花旗银行与某潜在合作公司（某汽车公司）的投资合作计划书

## 其他

- 语言：英文（雅思 6.5）；中文（母语）
- 技能：Microsoft Office（Word, PPT, Excel），Thinkcell，基础编程
- 在线课程证书：市场营销（清华大学）；初级财务和管理会计（ACCA）
- 独特性：信奉“第一性原理”；强烈好奇心且勇于探索；冥想；乐意频繁出差