
EDUCATION**W. P. Carey School of Business at Arizona State University (GPA: 4.0)**

AUG 2023 – DEC 2024

Master of Science in Business Analytics

Tempe, AZ

- Award: Beta Gamma Sigma Certificate

National Taiwan University of Science and Technology

SEPT 2015 – JUNE 2019

Bachelor of Science in Materials Science and Engineering

Taipei, Taiwan

Minor in Business Administration

PROFESSIONAL EXPERIENCE**Commercial Computer Product Manager**

JULY 2020 – MAY 2023

ASUS

Taipei, Taiwan

Sales and Market Analysis:

- Drove the V241E to become the top-selling model, capturing 30% of ASUS's internal market share.
- Achieved a 70% year-over-year sales increase in the China market in 2022 through strategic implementation.
- Simulated the selling and revenue of each model, analyzed costs, and improved gross margin by 10%.

Strategic Product Development:

- Spearheaded the development of 10+ models, including the market-leading V241E and innovative CX34 Chromebook.
- Defined product roadmaps and technical specifications in collaboration with cross-functional teams.
- Conducted market analysis and evaluated financial and production forecasts, optimizing inventory by 30%.

Technology Innovation:

- Analyzed technology, supply, and price trend of panel and GPU, resulting in a 30% reduction in component costs.
- Led the integration of advanced features like AI Camera solutions, enhancing user experience and product competitiveness.
- Managed the AiO product line's marketing strategies and technological advancements.

Leadership:

- Mentored two new employees and assisted them in managing five models.

Chief Information Officer

SEPT 2019 – MAY 2020

Tai School (Online Finance Courses Website)

Taipei, Taiwan

Product Design and Execution:

- Played a pivotal role in UI/UX design, product strategy, and development timeline management.
- Attained a 20% reduction in website load time by coordinating with designer, engineer, and courses department.
- Enhanced course engagement and conversion rates by 40% through targeted customer and web data analysis.

Strategic Investment Department Intern

JUNE 2018 – JAN 2019

Global View Technology Venture Capital

Beijing & Taipei

Startup Ecosystem Research:

- Conducted in-depth research on 5G and IoT industry trends.
- Aided over 30 Taiwanese startups in refining their business models and connecting with investors.

PROJECT EXPERIENCE**Personal Industry Analysis Website (<https://www.industryba.com/en>)**

JAN 2019 – Present

- Developed a comprehensive industry analysis platform.
- Attracting over 210,000 visitors and 4,000 monthly active users.
- Analyzed the FPC, edge computing, and datacenter industry, evaluating key technology, supply chains, and trends.
- The website's in-depth analysis of industries is recognized as a training resource by industry leaders.

Capstone Project: Medaire Deferred Revenue Prediction

AUG 2024 – Present

- Developed a Python script to automatically predict revenue for Medaire, reducing working time by over 90%.
- Created a Power BI dashboard to enable easy monitoring of sales performance and future revenue projections.

SKILLS & ACTIVITIES

- **Technical Skills:** Python, SQL, Machine Learning, Tableau, Power BI, Oracle Demantra, Salesforce, Microsoft Office
- **Professional Skills:** CFA Level 1, Product Management, Project Management, Data Analysis, Financial Modeling
- **Languages:** English (Fluent), Chinese (Native)