

ZIYAN WANG

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PERSONAL PROFILE

Strong Digital Transformation and Innovation Leadership: Successfully led the digital transformation of the family business at age 18, standardizing inventory, sales, performance, and cash flow management, and expanded physical stores to two regions through TikTok live streaming and WeChat community integration.

Extensive Strategy Consulting Experience: Acted as a strategic advisor for leading enterprises and projects at Cushman & Wakefield, deeply involved in planning and implementing large projects, developing differentiated growth strategies and market entry plans.

Entrepreneurship and Marketing Excellence: Founded EnglishGo, an online English teaching platform at age 19, identifying market needs and developing differentiated products, implementing multi-platform marketing strategies to improve user conversion rates.

International Perspective and Educational Background: With a global academic background spanning China, Canada, Australia, and Singapore, recipient of multiple scholarships and awards, possessing solid foundational knowledge and broad outlook.

EDUCATION

The University of Sydney

Master of Management & CEMS Master in International Management (Double Degree) Jul 2023 - May 2025

National University of Singapore

CEMS Exchange Term Jan 2024 - May 2024

The University of Sydney

Bachelor's in Economics & International Relations, GPA Top 1% Feb 2020 - Dec 2022

- **Awards:** University of Sydney Vice Chancellor Global Mobility Scholarship (twice), Dean's List of Academic Excellence, International Undergraduate Entry Scholarship

Rick Hansen Secondary School (Top 10 Public Schools in Toronto) Sep 2017 - Jul 2019

WORK EXPERIENCE

Cushman & Wakefield Strategy Consulting Intern May 2024 - Jul 2024

- **"Jianzhou New City Real Estate Development Planning" (Total Investment: Approximately \$1.7 billion):** Conducted initial market analysis and compared it to the Dongmuli project, clearly defining the project functions as a comprehensive service entity focusing on "living, vitality, and ecology." Planned the layout for 8 buildings on the east bank and developed two layout proposals, accompanied by supporting market layout diagrams.
- **"Jinhua Port Industrial Development Strategy Project":** Conducted research on the current status of the supply chain and financial services platform in the Jinhua region, mapped the development landscape for the financial and supply chain service industries, and identified key links and nodes across upstream, midstream, and downstream stages. Proposed forward-looking and actionable development strategies to assist in industrial transformation and upgrading, with an estimated total output value of \$6.6 billion by 2035 for the two projects.
- **"Chengdu Southern Apartment Market Analysis":** Divided Chengdu South into five regions, collecting key information such as apartment layouts and unit prices from real estate platforms like Anjuke. Analyzed and described the future potential of the apartment market in each region, including customer demographics and product differentiation.

Pan-China Certified Public Accountants Asset Valuation Intern Dec 2021 - Feb 2022

Participated in the "Chongqing Huan Investment Company's Acquisition of Sewage Treatment Facility Ownership" project

- **Company Research:** Conducted field visits and compiled information from 179 sewage treatment plants across nine districts in Chongqing. Collected data such as site surveys (covering key data like greening area, start date, etc.), issue lists, and site photos, which provided the data foundation for the subsequent valuation.
- **Audit Work:** Executed audit procedures for Chongqing Environmental Investment, including account reconciliation, voucher verification, and contract review. Identified accounting anomalies and resolved issues through cross-department communication and bank inquiries to supplement missing vouchers, ensuring the authenticity and compliance of financial information.

EnglishGo (Online English Teaching Platform) Founder (Academic commitments interrupted) Jul 2020 - Jan 2021

- **Market Insight:** Identified a gap in localized English teaching methods, particularly for practical daily conversation and life skills. Developed a business plan using educational resources from Canada and Australia, built differentiated products, and negotiated with angel investors to secure preliminary investment interest.
- **Course Development:** Led the development of a 7+23-day promotional course, focusing on practicality and integrating overseas student experiences. Negotiated with curriculum writing teams and publishers to create mid-to-high-end teaching materials, establishing a unique and comprehensive educational system.
- **Marketing & Promotion:** Implemented multi-platform marketing strategies using social media platforms such as Baidu and WeChat public accounts to drive traffic. Successfully converted users through a 7-day free learning program and a 23-day low-price course, acquiring over 50 seed users.
- **Leadership & Coordination:** Recruited and led a 5-person entrepreneurial team with a balanced management style, clear responsibilities, and a focus on both rewards and penalties. Excelled in motivating team members to leverage their strengths, open to suggestions, and encouraged collaboration, ensuring efficient project progress and smooth team operations.

PROJECTS

CEMS & ABB Aviation Industry Sustainability and Digitalization Project

Strategic Consultant & Data Analyst

Jan 2024 - May 2024

Overview: Provided sustainability and digital transformation strategy and data analysis for the Aviation Maintenance, Repair, and Overhaul (MRO) industry at ABB Singapore, offering strategic guidance to strengthen ABB's leadership position in the Southeast Asian market for automation and digitalization products.

- **Company Analysis:** Conducted interviews, SWOT analysis, and financial analysis to assess ABB's position. The company demonstrated strong digitalization capabilities, a solid reputation, diverse product offerings, and robust investment funding. However, it faces challenges in competition, supply chain issues, and regulatory pressures.
- **Industry Analysis:** Analyzed the aviation industry, Southeast Asian market, emerging technologies, and potential customers. Specifically, researched the MRO market in the Asia-Pacific region, identifying driving and limiting factors such as labor shortages and carbon emission restrictions. Projected a 19% growth in the Asia-Pacific market by 2033.
- **Strategic Recommendations:** Utilized tools like Capital IQ to evaluate 271 potential partner companies based on market size, profitability, and business alignment. Narrowed down to 13 high-potential partners and categorized them, proposing tailored solutions to improve efficiency, enhance specialization in maintenance, and promote sustainability.

GLAMI Latin American Market Expansion E-commerce Project

Strategic Consultant

Aug 2023 - Dec 2023

- **Company Analysis:** Analyzed the company structure and business model, applying management frameworks such as PESTLE, Porter's 5Fs, and VRIO to address challenges in global expansion. Defined the expansion direction and selected 3 target countries from 20 Latin American nations, determining the best locations for GLAMI's market entry.
- **Regional Analysis:** Conducted in-depth analysis of the selected countries, covering market conditions, political landscape, economic factors, potential partners, and future trends. Combined quantitative and qualitative assessments to successfully identify the 2 most suitable countries for GLAMI's expansion.
- **Market Entry Strategy:** Designed a comprehensive market entry strategy, covering risk management, development roadmap, KPI monitoring, and recommendations for sustainable long-term growth. For example, identified risks such as a lack of bankcard usage and competition from online shopping platforms, and proposed strategies like introducing multiple payment options, collaborating with fintech companies, and incorporating niche brands.

Skills & Additional Information

- **Languages:** English (7 years of study abroad, proficient for work), Mandarin (Native), Japanese (Beginner)
- **Technical Skills:** Word, Excel (Statistical applications), PowerPoint, Tableau, SPSS, Python (Beginner), JavaScript (Beginner)
- **Hobbies:** Electronic Organ (Chinese Musicians Association certification level 10), piano, singing (Passed regional preliminaries and finals in "The Voice of China" show), calligraphy, ping-pong, street dance, etc.