

SIFO LUO

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EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA Expected Jun 2017
Master of Engineering in Logistics
Supply Chain Management Program

AALTO UNIVERSITY SCHOOL OF BUSINESS, Helsinki, Finland 2008 - 2015
Combined Undergraduate and Master's Degree:
Master of Science in Economics and Business Administration
Major: Information & Service Management, GPA 4.26/5.0
Minor: Mechanical Engineering Design Innovation (ME310) at Stanford University
Bachelor of Science in Economics and Business Administration
Major: Business Technology
Minor: Exchange program in Marketing at Pittsburg State University, Dean's List

PROFESSIONAL EXPERIENCE

NORDEA BANK AB, Helsinki, Finland May 2016 – Jul 2016
Business Developer, Innovation Lab

- Ran a “pop-up” entrepreneurial lab to drive innovation across different business functions
- Created new business and product solutions targeted for future banking, areas include open banking API, virtual credit card, supply chain financing (factoring), corporate digital bank, and anti-money laundering Know Your Customer process

MICROSOFT CORPORATION, Espoo, Finland May 2015 – Aug 2015
Supply Chain Planner, Sales & Operations

- Conducted material supply and inventory analysis to manage risk and cost in supplier management activities
- Optimized the material planning and risk reporting process
- Developed material risk analysis for optimal material supply for different product lines: phones, Xbox, and Surface

ROVIO ENTERTAINMENT LTD, Espoo, Finland Nov 2013 – Jan 2015
Product Coordinator, Digital Product Management

- Ran an agile 11-person product development team for a new digital video distribution channel Toonstv: managed the launch of website and mobile application, which attracted 10M monthly active users and 30B views in 1.5 years
- Redesigned the monetization model for the Toonstv mobile application through rapid prototyping and user testing

VOLKSWAGEN-AUDI ELECTRONICS RESEARCH LAB, Palo Alto, CA Oct 2012 – Jun 2013
Concept Designer, Autonomous Car Cabin Design Project

- Discovered the most intuitive trigger for the transition between autonomous mode and manual mode, responsible for prototype creation, user testing setups, and project & budget management
- Built with 7-person team a system facilitating in-car entertainment for the driver through effortless transitions and increased mobility inside an autonomous vehicle
- Final product demo: anticipatory driver seat that adjusts positions based on driver's force input, and interactive steering wheel that supports intuitive switches between auto & manual modes <http://vimeo.com/67800964>

DEALDASH PLC, Helsinki, Finland May 2011 – Oct 2012
Startup Early Member, Head of Procurement

- Set the KPI for a 5-person procurement team and achieved 125% rise in customer orders in 13 months
- Developed a value co-creation partnership strategy by switching the procurement strategy from dependency on one big supplier to collaborating with multiple small suppliers
- Successfully acquired 2 medium sized US retailers to sell their products on our platform; increased the ordering speed by 50% and expanded the product catalog from 50 to 500+ in a year
- Optimized internal sourcing tool - reduced 40% of original order processing time and tripled order fulfillment efficiency

ADDITIONAL INFORMATION

Data Analysis Skills: Proficient in Microsoft Office and Database, Data simulation and visualization (MySQL, Tableau, JMP, Python)
Interests: Service design, Skiing, Sauna yoga and Paddle board yoga
Languages: Chinese (native), English (fluent), Finnish (fluent)