BRANT (SONGFENG) TAN

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EDUCATION

Harris School of Public Policy, University of Chicago   **Chicago, IL**
Master of Public Policy w/ Honors, Finance and Energy Track | GPA: 3.9/4.0   *Jun 2023*
<u>Coursework</u>: Microeconomics, Financial Statement Analysis, GIS Application, Python

School of International Relations, Sun Yat-sen University   **Guangzhou, China**
Major: International Politics, Minor: Economics | GPA: 3.9/4.0   *Jun 2020*
<u>Coursework:</u> Macroeconomics, Corporate Finance, International Political Economy

PROFESSIONAL EXPERIENCE

Sharma Strategy Group, management consulting firm of ex-BCG principals   **Dallas, TX (Remote)**
Associate   *Aug 2023 – Present*

- *Performance Management project for a Bain Capital portfolio company*
  - *Context:* Long-term performance management project covering 50+ OpCos across the US
  - Modeled key metrics out of 200+ P&L General Ledger accounts and 2000+ locations with SQL
  - Designed automated financial reporting with VBA for regular performance review by finance SVP
  - Developed weekly sales projection to validate field forecast and increase forecast process visibility
  - Worked with finance SVP, FP&A technical teams, and field teams to transition budgeting process to initiative-based budgeting
- *Sourcing optimization project for a Building Materials company w/ over $10Bn revenue*
  - *Context:* Sourcing optimization project to improve sourcing process and standards
  - Developed scoring metrics for vendor comparison based on cost savings, service quality, etc.
  - Enhanced and standardized RFPs for 5 different regions and 3 product categories
- *Innovation Project for a Fast-Food Chain w/ $2Bn revenue*
  - *Context:* Innovate menu items that speak to both firm culture and consumer needs
  - Designed customized ideation platforms based on consumer needs and spend scenario
  - Assisted in hosting and facilitating an innovation event for new menu items for the entire chain

Ping An Group, a Chinese fintech conglomerate   **Shanghai, China**
Strategy Analyst Intern   *Apr 2021 – Aug 2021*

- Main duties are to help advise on market strategy and market growth opportunities globally
- Evaluated market regulations and interviewed experts for strategy input that averted major losses
- Conducted market research and competitive analysis on Singaporean market for board review

Baidu, Inc., a Chinese tech giant in search engine and automated vehicle   **Beijing, China**
Strategy Analyst Intern, Intelligent Driving Group (IDG)   *Aug 2020 – Jan 2021*

- Main duties are to conduct market research and competitive analysis to support strategy development
- Conducted comparative analysis to advise on the business model for Baidu's joint
- Analyzed key competitor through research and expert interview to inform product strategy

EXTRACURRICULAR EXPERIENCE / SKILLS

Turner Impact Portfolio Challenge (TIPC)   **Philadelphia, PA**

- Invited to the final round at Wharton School, University of Pennsylvania
- Created a virtual $1Bn portfolio that upholds the ESG and impact principles defined by the committee

SKILLS & LANGUAGES

- *Data Skills:*   SQL, Python (pandas), R (tidyverse)   [See previous work]
- *Software:*   Capital IQ, Tableau Insights, ArcGIS, Thinkcell, Microsoft VBA