



PROFILE

Product manager with 8 years of experience in leadership roles, business development, & full stack web technologies. Team player, self-starter, and always thinking about the end goal.

EXPERIENCE

Launchpilots Ltd | *China GM & APAC Head of Customer Success* **Mar 14 – Present** **Digital Marketing, Customer Onboarding, & Retention**

- Managed sales team and CRM processes to win pitches from 100+ brands and deliver services with 30% repeat contracts within 12 months
- Initiated and grew industry newsletter to 2300+ senior marketing professionals, with 32% avg open rates, increasing inbound leads by 10x YoY

Product Development & Management

- Utilized customer interviews to optimize the platform UX and product features which increased customer logins by 3x and decreased manual account delivery by 70%
- Managed the expansion to 10 new markets and consequently grew our user base by 8x

Euromoney Institutional Investor | *Research & Project Manager* **Sep 12 – Mar 14** **Client-Facing Financial Research**

- Lead researcher on APAC Distressed Debt & Corporate Restructuring, Asian High Yield Bond & Fixed Income, and Power & Infrastructure in Indonesian and Mongolian
- Conducted customer interviews with the BD team to develop successful financial events

AIESEC Hong Kong Ltd | *Country Manager* **Jul 2010 – Jul 2012** **Team & Strategy Management**

- Managed 5 department managers, oversaw the advisory boards, and dealt with strategic issues relating to operations, legal, and human resources

Head Liaison to Government & Businesses

- C-Level relationship management with key customers, advisor to the HK government's education department on youth development, and strengthened relationships between AIESEC and all 8 UGC universities in Hong Kong

U.S. State Department's 'The Salaam Program' | *Program Manager* **Jan - May 2010** **Program Management & External Relations**

- Led a \$700,000 USD project, aimed at facilitating healthier international relationships between the United States and the Middle East through educational programs
- Signed partnerships with the United Nations, Shaikh Nasser's Royal Charity Foundation, and Kuwait Finance House to develop reciprocally beneficial educational projects

EDUCATION

University of Illinois at Urbana-Champaign | *B.A.; Education & Music* **2005 – 2010** **Chinese University of Hong Kong** | *Academic Exchange* **Fall 2007**

RECOGNITION

One of ten startups accepted into Swire's **Blueprint B2B Accelerator** program **2015**
 Keynote speaker at **Youth to Business** event w/ 800+ delegates from 112 countries **2014**
 Recipient of the **Kiva Microfinance** Fellowship **2010**
 National Award for **ASTA** Student Chapter of the Year (during role as president) **2009**
Dr. Robert E. Thomas Award & Scholarship for Future Promise in Education **2009**

SKILLS

Languages: English (Native), Vietnamese (Fluent), Mandarin (HSK 3), French (Basic)
Programming: Ruby, SQL, Javascript, HTML5, CSS3, Bootstrap, Rails, Sinatra, Middleman, WeChat Mini-Program, Git & Version Control, RESTful APIs,
Others: Wordpress, Squarespace, cPanel, Heroku, CRM Systems, Mailchimp, Intercom, Buffer, Hubspot, Mixpanel, Facebook Ads, Word, Excel, PowerPoint, Google Suite, Trello, Slack

VOLUNTEER

展翼计划 Hands On China | *Product Strategy Advisor* **May 17 – Present**

Rising Vietnam | *Advisory Board Member on Partnerships & BD* **Sep 16 – Present**

University of Hong Kong, Bus & Econ Faculty | *Research Assistant* **Feb 14 – Feb 15**

- Researched legal frameworks for social enterprises in HK, product management of an online database, & successfully secured additional funding to expand research goals

Project TEACH | *Founder* **Mar 10 – Aug 10**

- Social Initiative to provide US English teachers for Bahraini orphans in low-income area