

# HAN SUN

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## EDUCATION

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**UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School** – Chapel Hill, NC May 2023

### Master of Business Administration, Full-Time MBA Program

- Concentrations in Consulting, Marketing, and Technology Strategy & Business Innovation
- STAR Consulting Project - developed recommendations on sales force sizing strategy for pharma co.
- President of KFBS Blockchain Club; Vice President of KFBS Asian Business Club
- Work Authorization: USA – 3 years OPT starting May 2023 (STEM Designation)

**NAGOYA UNIVERSITY** – Nagoya, Japan

March 2016

### Ph. D. Degree, Computer Science (Overall GPA: 4.0/4.0)

- Published six research papers about Information Science in influential international journals

**KANAZAWA UNIVERSITY** – Kanazawa, Japan

September 2012

### Master's Degree, Mechanical Engineering (Overall GPA: 3.81/4.0)

- Earned Japanese Government Scholarship, 2010-2012; Ranked in top 5% of class

## EXPERIENCE

**DYNAMHEX** – Baltimore, MD

Summer 2022

*Software firm uses AI/ML to visualize, measure and reduce carbon emissions for cities and corporations*

### Corporate Strategy Manager (MBA Intern)

- Managed new AI/ML Solution across process enhancements, while working collaboratively with sales and marketing team to subsequently reduce time-to-adoption by one-third *[product innovation]*
- Directed marketing plan, segmentation, and positioning for cloud (SaaS) file sharing and collaboration product; Launched developer portal and partner program with over 2 technology partners *[partner marketing]*
- Established customer segmentation and prediction models; Processed thousands of customer data, improved marketing campaign result by 40%, and coached project teams in data mining methodology *[sales enablement]*
- Created Web API with Flask & Python for integrating them with clients' website to ensure seamless operation

**HITACHI ASTEMO UEDA, LTD.** – Yokohama, Japan, and Findlay, OH

2018-2021

*Top Global Automotive OEM, provides world-leading advanced mobility solutions in automotive products*

### Product Manager, Strategy & Business Transformation

- Spearheaded the development of 18-month and 30-month roadmaps for Ford's product suite *[product strategy]*
- Led the design, testing, and launch of the first One-Box Electronic Brake System and 3+ new capabilities, while working collaboratively with engineers, data scientists, and UX designers *[product innovation]*
- Created new Product Verification System by using MATLAB & Python, and supported 50+ designers to save costs invested for actual tests, resulting in cost reduction by 15% *[product innovation]*
- Oversaw Ford Demand Forecasting Project to streamline processes; Designed plan that yields annual savings of ~\$8M in supply chain and generates ~\$20M additional revenue from order changes *[product marketing]*
- Collaborated with the sales and marketing team to develop a value-based pricing and monetization strategy for our suite of 2 product modules and support offerings to improve gross margins by 20% *[leadership]*
- Increased annual revenues by 4x, customers acquired by 2x and product range by 3x by re-engineering the business strategy from an inventory model to an omni-channel marketplace model *[go-to-market strategy]*

**NISSAN MOTOR CO., LTD.** – Kanagawa, Japan

2016-2018

### Advanced Engineer (Product & Strategy)

- Defined, developed, and implemented a framework to collect qualitative and quantitative product feedback by tracking product metrics across the user lifecycle, acquisition, engagement, retention, and value realization
- Managed R&D cost benchmarking on Organizational Alignment Project, identified cost gaps and proposed gap closure initiatives that achieved additional 10% cost reduction beyond 1st quartile benchmark target
- Prioritized two strategic initiatives in restructuring plan, designed capability development plan, and established cross-team governance processes to improve synergies between two Business Units *[product strategy]*

## ADDITIONAL

- Language Skills: Native speaker of Chinese and Japanese
- Technical Skills: Expert in MATLAB and Python; Proficient in Java, MySQL, JSON, HTML and Six-Sigma
- Hobbies: Go to gym every day, playing volleyball, drawing portraits, talk show, karaoke performance