

Jeff Yuen

jeffchengyuen@gmail.com • (734) 678-7768 • [LinkedIn](#) • [Portfolio](#)

Experience	Guaranteed Health Series Seed \$10M+ raised Early Hire (first 5 FTEs)	New York, NY
2023-Present	Head of Strategic Initiatives (promoted from Chief of Staff) <ul style="list-style-type: none">• Served as extension and trusted advisor to the CEO across fundraising, investor relations, Board operations, due diligence, and company-wide OKR strategy and execution• Built early SaaS prototypes through AI-enabled software development used as primary sales demo tool; translated concepts into discrete PRDs, accelerating engineering delivery velocity by 3x• Designed and executed full-funnel GTM motion (ICP lead lists and pipelining, one-pagers, pricing and ROI models, contract templates), ultimately closing the company's first B2B SaaS customers• Originated, negotiated, and closed strategic partnerships to unlock new revenue streams; led sales motion leveraging partnership to generate \$1.3M in net new CARR with average 16-day sales cycle• Developed company-wide financial and cash-flow models to guide hiring timelines, sales targets, fundraising due diligence, and managing runway; forecasted cash balance with 95% accuracy• Launched and scaled a new service line to \$1M in annualized revenue within 10 months through payer contracting, operating-model design to maximize revenue, and automated analytics	
2021-2023	Stellar Health Series C \$150M+ raised Early Hire (first 50 FTEs) GM / Manager, Strategic Operations (promoted from Lead) <ul style="list-style-type: none">• Owned Customer Success for nine books of business totaling \$7.5M+ ARR, driving retention, expansion, and maximizing revenue realization by optimizing deployment of Product and Ops team• Managed and developed team of three direct reports, mentoring junior team members into high-performing individual contributors who exceeded department productivity expectations• Partnered with Product to drive feature development through user research; ideated and manually piloted new features; led internal adoption and evangelization of new features post-launch• Standardized new customer launches, reducing onboarding time by 30% through templated customer materials, streamlined data ingestion, and optimizing Product deployment workflows• Built scalable playbooks 40+ FTE Ops organization, including new provider workflow adoption, customer health frameworks, and novel methods to measure and communicate customer ROI	New York, NY
2019-2021	Memorial Sloan Kettering Cancer Center Manager II, Strategy & Innovation (promoted from Manager I) <ul style="list-style-type: none">• Partnered with the C-Suite as internal strategist to drive high-priority patient access and affordability initiatives, ensuring organizational financial sustainability during COVID• Developed patient access strategy and multi-year roadmaps; led enterprise root-cause analyses to identify systemic barriers and launched cross-functional initiatives to improve patient access	New York, NY
2017-2019	Pfizer Senior Analyst, Strategy & Consulting (promoted from Analyst) <ul style="list-style-type: none">• Partnered with C-Suite as internal strategist to develop enterprise strategies across new product launch readiness, clinical trials, ESG and social impact, and contract manufacturing GTM• Supported definition for strategic vision and pillars, developed multi-year roadmaps, and detailed investment cases for priority initiatives, securing over \$300 million in programmatic funding	New York, NY
Education	University of Michigan - Stephen M Ross School of Business Bachelor of Business Administration with High Distinction	Ann Arbor, MI
Hobbies & Interests	<ul style="list-style-type: none">• Enjoys cycling in NYC (finally graduated from Citibike to my first adult bike); jigsaw puzzles with random cuts; card and board games, bird watching while travelling	