Ju Li

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WORK EXPERIENCE

Krinu, Boston, MA

Product Strategy and Development Lead — Jul 2020 – Present

- Led development of Krinu, a sales enablement tool that connects messaging apps such as WhatsApp, Telegram, and iMessage to Customer Relationship Management (CRM) systems such as Hubspot and Salesforce.
  - Identified ideal customer profile and key painpoints by conducting over 200 customer interviews.
  - Designed unified platform for integrating with CRMs and messaging apps. Researched each systems' technical specifications to identify incompatibilities. Designed workarounds to the incompatibilities to deliver consistent feature set across all integrations.
- Raised $150k USD from pre-seed VCs. Developed pitch deck and financial projections using customer and product data extracted from internal SQL databases.

EverQuote, Cambridge, MA

Manager, Strategy and Operations — May 2018 – Jun 2020

- Led go-to-market of multiple new products that contributed 30% of EverQuote's revenues in 2020.
  - Secured C-Suite buy-in to designate projects as P1 by presenting highly detailed project plans and projections. Projections highlighted projects' potential impact on revenues and were developed by extracting and analyzing internal SQL data.
  - Delivered projects on time through careful negotiation of timelines with product, sales, support and marketing teams. Mediated and resolved conflicts and blockers.
  - Designed in-depth customized dashboards in Looker and Tableau that enabled leadership and individual contributors to track progress to goals.
- Hired, trained, and managed the team's interns.
  - Directed multiple high-impact intern projects that were deployed to production, such as an automated system for generating customer performance reports.
  - Designed onboarding curriculum and playbook that enabled new interns to contribute within 2 weeks.

Analysis Group, Boston, MA

Senior Analyst, Economics Consulting — Sep 2014 – Apr 2018

- Led and mentored team of Analysts in data cleaning, data analysis, and writing of expert reports. Evidence presented in the expert reports helped clients win multiple billion-dollar litigation cases.

EDUCATION

University of Toronto

- Honours Bachelor of Science (B.Sc.) in Mathematics and Economics (GPA: 3.88 / 4.00) — 2009 – 2014

LANGUAGES

English (Fluent), Mandarin Chinese (Intermediate)

SKILLS

Excel, Databases (MySQL, PostgreSQL, BigQuery), Business Intelligence Tools (Looker, Tableau), CRMs (Salesforce, Hubspot), Programming Languages (VBA, Python, Javascript), Statistical Tools (Stata, SAS, R)

INTERESTS

Poker, musicals, making dumplings, stand-up comedy