

# Li Ju

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<b>WORK EXPERIENCE</b>	<b>Krinu, Boston, MA</b> Product Strategy and Development Lead Jul 2020 – Present <ul style="list-style-type: none"><li>▪ Led development of 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.<ul style="list-style-type: none"><li>• Designed and built from scratch novel visualizations of customer's messaging data</li><li>• Designed and built NLP pipeline to analyze and extract sentiment and topics from messaging data</li></ul></li><li>▪ Developed business pitch decks, summarizing go-to-market strategy, opportunity size, and competitive analyses. Pitched to hundreds of VC and successfully raised \$150k USD from US and EU pre-seed funds.</li></ul>
	<b>EverQuote, Cambridge, MA</b> Manager, Strategy and Operations May 2018 – Jun 2020 <ul style="list-style-type: none"><li>▪ Strategic project leader<ul style="list-style-type: none"><li>• Led go-to-market of EverQuote's new third-party marketplace product, multi-vertical bundled product, and telemarketing product. Coordinated pre and post launch efforts of sales, customer success and marketing teams to ensure timely execution and maximum realized revenues. Designed in-depth customized dashboards to enable leadership and individual contributors to monitor their/their team's contribution to launch successes. Launched products contributed 30% of EverQuote's revenues in 2020.</li><li>• Led redesign and overhaul of B2B organization's sales and customer success commission models, transitioning from a per-unit-sold to a revenue-based commission model. Designed visualization, tracking and reporting tools to enable the sales and customer success teams to be successful under their new commission plans. Resulted in 200%+ increase in Sales productivity and 60% growth in revenue between 2019 and 2020.</li></ul></li><li>▪ Leadership and mentoring<ul style="list-style-type: none"><li>• Designed the team's intern and co-op hiring program. Hired and rapidly brought up to speed the team's intern/co-op/junior hires. Significantly grew team's operational capacity without adding to opex. Team did not add to headcount but effectively supported Sales and Customer Success organizations that had doubled in size.</li></ul></li></ul>
	<b>Analysis Group, Boston, MA</b> Senior Analyst, Economics Consulting Sep 2014 – Apr 2018 <ul style="list-style-type: none"><li>▪ 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.</li></ul>
<b>EDUCATION</b>	<b>University of Toronto</b> <ul style="list-style-type: none"><li>▪ Honours Bachelor of Science (B.Sc.) in Mathematics and Economics (GPA: 3.88 / 4.00) 2009 – 2014</li></ul>
<b>LANGUAGES</b>	English (Fluent), Mandarin Chinese (Intermediate)
<b>SKILLS</b>	Excel, Bloomberg, CapitalIQ, Statistical Tools (Stata, SAS, R), Programming Languages (VBA, Python, Javascript), Databases (MySQL, PostgreSQL, DynamoDB), CRM (Salesforce, Hubspot), Dashboarding Tools (Looker, Tableau)
<b>INTERESTS</b>	Poker, musicals, recreating Singaporean dishes, collecting old vinyl records, stand-up comedy