

# Ju Li

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## WORK EXPERIENCE

### **Krinu, Boston, MA**

Product Strategy and Development Lead

Jul 2020 – Present

- Led development of Krinu, a SaaS sales enablement tool that connects messaging apps such as WhatsApp, Telegram, and iMessage to Customer Relationship Management (CRM) systems such as Hubspot and Salesforce.
  - 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 re-organization of B2B organization's sales and customer success teams. Completely revamped the hiring, commission, and operational strategy that resulted in 200%+ increase in Sales productivity and 60% growth in revenue between 2019 and 2020.
  - Negotiated and oversaw optimization of commission models, transitioning the teams from a per-unit-sold to a revenue-based commission model.
  - Designed visualization, tracking and reporting tools to enable individual contributors and managers to succeed under the new commission plans.
  - Developed Unit Economics Model for each B2B territory. This model quantified the performance and opportunity for growth for each B2B territory, laying the groundwork for EverQuote's B2B re-organization and growth in 2020.
- 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