Ju Li

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WORK EXPERIENCE

Krinu, Boston, MA
Cofounder, CPO   Jul 2021 – 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, Salesforce and Affinity.
- Managed internal systems (marketing, CRM, analytics), admin work (hiring, payroll, accounting, captable), customer acquisition (cold outreach, sales demos), project management, product development, etc.
- Raised $150k USD from pre-seed VCs. Developed pitch deck and financial projections using customer and product data extracted from internal SQL databases.

Misc Startups, Boston, MA   Jul 2020 – Jun 2021

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 analysts and interns.
  - Directed multiple high-impact projects that were deployed to production, such as an automated system for generating customer performance reports.
  - Designed onboarding curriculum and playbook that enabled new hires 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