

# Ju Li

Boston, MA

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## WORK

### EXPERIENCE

**Krinu**, Boston, MA

Product Strategy and Development Lead

Jul 2020 – Present

- 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.
  - Interviewed 200+ customers to identify ideal customer profile and their key painpoints.
  - Researched technical specifications and managed software development by interns and contractors.
- 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.

**EverQuote**, Cambridge, MA

Manager, Strategy and Operations

May 2018 – Jun 2020

- Strategic project leader
  - 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.
  - 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.
- Leadership and mentoring
  - 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.

**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, Bloomberg, CapitalIQ, Statistical Tools (Stata, SAS, R), Programming Languages (VBA, Python, Javascript), Databases (MySQL, PostgreSQL, DynamoDB), CRM (Salesforce, Hubspot), Dashboarding Tools (Looker, Tableau)

## INTERESTS

Poker, musicals, recreating Singaporean dishes, collecting old vinyl records, stand-up comedy