

# Ju Li

Boston, MA

ju.li@outlook.com • +1 (617) 869-0884  
<https://www.linkedin.com/in/juli2/>

**WORK  
EXPERIENCE**

**Krinu, Boston, MA**

CPO, Co-founder

2020 – Present

Krinu is a B2B sales enablement tool built around messaging apps like WhatsApp and iMessage. Pivoted from GetBuyLo, a B2C travel startup.

- Strategic leader
  - Pitched startups to top VCs, adjusting pitch based on visual and verbal feedback. Raised \$150k USD from US and EU startup accelerators.
  - Pitched product to customers and led product pivots based on user feedback. Led team of 6 interns and contractors to develop new features to address evolving customer needs.
- Technical leader
  - Test test
  - 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.

**Antler, Singapore**

Entrepreneur, Startup Incubator Program

2021 – Present

- Rapidly tested 10+ startup ideas with over 300 potential customers over 11 week program to find problem-solution fit. Interviewees ranged from consumers to executives at large enterprises. Spent \$0 on sourcing interviews.

**GetBuyLo.com, Boston, MA**

Product Lead, Co-founder

2020 – Present

- Led team of 4 co-founders + 8 interns & contractors to build and launch initial product, which was a flight deal newsletter + automated trip planner. Scaled product to 17k subscribers in 6 months. Interviewed with top accelerator YCombinator.
- Pivoted and led development of a flight deal browser extension. Developed and launched in 3 weeks, growing to 500+ installs in 2 months. Interviewed with accelerators YCombinator and Pear.

**EverQuote, Cambridge, MA**

Manager, Strategy and Operations

2018 – 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

2014 – 2018

<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)</li> </ul>	2009 – 2014
<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	