

## EDUCATION

### COLUMBIA BUSINESS SCHOOL

MBA, Strategy and Technology

Major in Strategy and Technology, VP of Hermes (CBS admission team), Member of Venture Capital, Tech, AI Club

New York, NY  
2025 - 2026

### NATIONAL CHENGCHI UNIVERSITY

B.S., Accounting | Minor in Slavic Language & Literature

GPA: 3.94 / 4.0

Taipei, Taiwan  
2011 - 2016

## EXPERIENCE

### GOOGLE

*Taipei, Taiwan, 2021-2025*

#### Digital Strategy Lead (2023 - 2025)

- Drove \$2B+ in global deals by launching an AI-powered sales pipeline tool and optimizing GTM for 5,000 sellers; leveraged user behavior insights to refine product roadmap, set KPIs and deployment plans for each region, and align with C-level executives.
- Led data-driven GTM strategy by analyzing digital user behavior to define target industries and identify high-value customer segments, aligning with corporate growth goals and driving 50% YoY YouTube Ads revenue growth (\$75M).
- Designed, negotiated, and executed a cost-neutral partnership incentive system that aligned 20+ agencies and drove partners to prioritize the most premium product packages, generating \$3.5M in quarterly incremental revenue (42% uplift).
- Spearheaded a cross-regional GTM strategy by analyzing competitive landscape, long-term market positioning, and seller insights; built a scalable framework adopted by 200+ sellers, driving 30% YoY growth over 3 years across APAC.

#### Account Manager (2021 - 2023)

- Influenced product strategy for healthcare clients by analyzing online/offline sales data to reposition customer segments, propose new product lines, and validate through A/B testing; doubled revenue and supported IPO at \$60M valuation.
- Analyzed digital behavior data from 800,000+ customers to assess technological trends and market adjacencies, identifying high-growth industries and priority segments to guide market entry strategy and resource allocation.
- Directed the end-to-end GTM repositioning of a Taiwanese OEM into a \$15M+ high-growth D2C brand on Amazon US, driving international expansion across 7 markets through strategic brand transformation and market entry execution.

### GARTNER

*Taipei, Taiwan, 2021-2021*

#### Advisory Executive, High Tech and Telecom Professional Territory (2021-2021)

- Led Foxconn's EV investment strategy by evaluating build-vs-partner decision, recruiting and managing 2,700+ ecosystem partners to establish an end-to-end supply chain, and delivering its first EV prototype and electric bus within 10 months.
- Architected AUO's business model transformation strategy from product-driven to solution-oriented; operationalized organizational restructuring, market entry initiatives, and technology investments, delivering \$1.1B+ in annual revenue.

### INTERNATIONAL BUSINESS MACHINE CORP. (IBM)

*Taipei, Taiwan, 2016-2021*

#### Senior Client Representative, Financial Industry Group (2018 - 2021)

- Defined digital infrastructure strategy for the region's largest bank by forecasting future user growth and operating metrics to architect the largest hybrid cloud data center migration and expansion roadmap across 8 countries, 2,100+ applications, and 1,700 staff; secured a \$21M contract and a 10-year \$50M maintenance agreement.
- Shaped digital banking product strategy by analyzing customer usage data, prioritizing features, and launching an app with 4M+ downloads and 4.9 rating, recognized as Asia's Most Innovative Bank by IDC.

#### Client Representative, Financial Industry Group (2016 - 2018)

- Advised C-suite executives of Top 5 banking clients on AI and Cloud adoption, strengthening senior relationships and expanding share of wallet; delivered 40% revenue growth (\$11M) versus industry CAGR of 5%.
- Spearheaded a team to pinpoint operational issues and talent mismatch by financial report analysis and scorecard, winning first digital talent transformation project (\$6M contract over competitors such as McKinsey and BCG).

## ADDITIONAL INFORMATION

**Awards** Google Top Project Lead Award (2023), Google Top Talent Award (2022), Gartner Winner Circle (2021), IBM Role Model(2019,2020)

**Skill:** R, Python, Figma, SQL, Confluence, Jira, Tableau, Miro, Excel (advanced modeling, Monte Carlo simulation)

**Language:** Mandarin (Native), English (Fluent), Russian(Medium), Korean(Medium),Japanese(Basic)