

Stanley Ho

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EDUCATION

Ivey Business School at Western University, London, ON, Canada

2021

Bachelor of Arts – Honors Business Administration

- 3.7/4.0 GPA; 82% Cumulative Average
- Dean's Honor List (Western, April 2018 – April 2020)
- Western Scholar of Excellence recipient for academic achievement (2017)

WORK EXPERIENCE

Atmos.ai, Nashville, TN, USA

Jul. 2022 – Present

Associate Product Manager, Strategy & Growth

- Managed full initial hire-to-sale cycle as employee #1 of a high-growth Environmental, Social and Governance (ESG) Fintech startup; created new recruiting pipeline channels, liaised with venture GPs, built pitch materials, and tested new sales strategies; efforts directly resulted in 2 core technical hires, an additional \$1 million closed in seed round funding, and a 50% increase in average monthly recurring revenue (MRR) from 15% over 3 months
- Acted as company's ESG subject matter expert, defining requirements for core materiality assessment and metrics-tracking automation features; surveyed 50% of all prospective and closed accounts to inform feature requirements, wrote user stories and flows, wireframed and mocked features, and collaborated with engineering team to incorporate items into 50% of all new sprint tickets, resulting in live feature release 3 months ahead of schedule

KPMG LLP, Toronto, ON, Canada

Sept. 2021 – Jul. 2022

Strategy Consultant, Sustainability & Impact Services

- Drove ESG strategic road-mapping and key performance indicator (KPI) development for a US natural resources client, by conducting market research across 13 corporate peers, surveying and interviewing 25 stakeholders; secured over \$100 000 in revenue using 200% less staff than firm average
- Provided strategic planning support for leading private equity and real estate firm by analyzing 10 sustainability reporting datasets to establish ESG mission and KPIs; provided recommendations on GHG emissions reduction optimizations in real estate asset financing with total impact of 10% emissions drop versus prior 5-year average of 5%

Propel Impact, Vancouver, BC, Canada

Summer 2020

Impact Advisory Summer Analyst

- Built market use case, fund strategy, and investee network for prospective \$10 million affordable housing debt fund in Atlantic Canada: fund in process of scaling and aiding over 1000 at-risk individuals over five years

OTHER ACTIVITIES & INTERESTS

Mandate of Heaven, *Founder & Creative Director*

2021 – Present

- Owned, designed, and operated offline, underground streetwear project; secured and maintained internal supply channel from raw materials to finished goods at 6-month intervals; 30-item Fall/Winter 2022 collection sold out

Ivey Business Review, *Creative Lead*

2020 – 2021

- Led team of UX and graphic designers to create cover pages and spreads for Canada's largest undergraduate business-strategy publication; collaborated with editors-in-chief to compile design drafts for final distribution

Languages: Natively fluent in English, conversationally fluent in Cantonese, basic understanding of French and Mandarin

Skills: HTML/CSS, Figma, Microsoft Office (PowerPoint, Excel), Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign), Google Analytics, Jira, Confluence, Asana, Common ESG Frameworks (SASB, GRI, GRESB, TCFD, UN SDGs, PRI)

Interests: Social impact, basketball, design, eSports, gaming, Formula 1, anime, lo-fi music, mental health and wellness