

Qian Yu  
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Dear Recruiting Committee:

I am writing to apply for the position of **Data minded economist** with strong skill and experience in economic research, market research, industrial research, digital transformation, commercial strategy, go-to-market and in-house strategy. I believe that my solid education, professional skill and experience could qualify me for this position, and I could contribute to the further development of **DAMVAD ANALYTICS**.

I'm currently working as the market analyst at Department of Marketing & Business Intelligence in NLMK Europe Plate. My responsibility includes designing the framework of research, conduct macroeconomic and industrial research, constructing the data warehouse used for research, making brand new digital transformation of company's management and operation&sales for go-to-market and in-house strategy from the scratch. In the economic and industrial research I have designed and conduct, I construct the forecast model and data warehouse customized for the need of the company ; Go-to-market strategy includes making industrial research, customized market strategy, and strategic recommendations to CEO and management board. In addition, I conduct the analysis of in-house strategy by applying advanced analytical tools to crunch various complex macro, operational and sales data and information into visualized reports, then provide in-depth analysis and recommendations to CEO and management board for making the strategic planning and decision to improve the efficiency of operation and sales.

I had completed my Ph.D in applied economics (within the research field in International Trade) from the University of Copenhagen, and my work heavily relied on the data collection, data management, qualitative research method, quantitative research method, advanced economic modeling, advanced econometrical estimation, economic analysis to explore the in-depth insights of economic and social issues. I'm proficient in using the program Tableau, EXCEL, Power Query, Power BI and STATA to conduct and visualize various statistical analysis and econometrical estimation. In addition, I obtained solid training and experience in approaching the complex issues in the structured way and communicate them in the understandable and clear way.

Before my Ph.D research work, I obtained my master degree in Agricultural economics from Nanjing Agricultural University. I had worked as consultant for several projects which were sponsored by United States Agricultural Department, Canadian Agricultural Department and China's National Social Science Foundation respectively, by which I accumulated the experience of identifying and structuring social and agricultural economic issue according to the client's demand, designing the questionnaire, planning, coordinating and executing customer survey, field survey and market investigation, collecting data, extracting economic insights by analyzing complex industrial data, making go-to-market strategy and recommendation, and writing consulting reports for helping stakeholders to make the strategic decision.

After I graduated from my PhD study, I started my career as CEO's business consultant at IFC Europe A/S. Afterwards, I worked as the head of operations for Irma's E-Commerce (China's market) in Coop Danmark A/S, and then I acted as the business development for Irma's E-Commerce (China's market) at Coop Danmark A/S. During my work in Coop, I helped the leading retail company of consumer goods in Nordic region, Coop Danmark A/S, to develop and operate the cross-border E-Commerce business in China's market by working and coordinating with multi-cultural teams, and I have obtained abundant experience in in-depth

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market analysis, commercial strategy, go-to-market strategy, project management, operations, sales and daily communicating various complex business issues with different stakeholders.

In support of my application, I have enclosed with this letter my CV and Ph.D Diploma.

Please let me know if any other documents are desirable. I would appreciate an opportunity to meet you and discuss my qualification. Should you have any question, please do not hesitate to contact with me.

Thank you in advance for your consideration.

Yours sincerely,

Qian Yu

KØBENHAVNS UNIVERSITET  
UNIVERSITY OF COPENHAGEN



QIAN YU

cpr. 170886-3188

har den 7. juli 2014  
fået tildelt

*has on July 7, 2014  
been awarded*

ph.d.-graden

*the PhD Degree*

i International handel  
på grundlag af afhandlingen

*in International Trade  
on the basis of the dissertation*

Essays on China's Exports to East Africa

  
Ralf Hemmingsen  
Rektor/Rector

  
Morten Pejrup  
Prodekan/Acting Dean

DET NATUR- OG BIOVIDENSKABELIGE FAKULTET  
FACULTY OF SCIENCE

# CV

## Qian Yu

**PhD in Applied Economics (International trade)**  
**University of Copenhagen**

**Current: Market Analyst**  
**NLMK Europe Plate**

### PROFILE:

Qian Yu is currently the market analyst at Department of Marketing & Business Intelligence in **NLMK Group**, I'm mainly working in the digital transformation by applying advanced analytical tools and skill to crunch various internal and external complex data and information into visualized reports of strategy, and provide business insights to support the strategic planning and decision. Prior to joining NLMK Group, I have worked as business development and head of operations (China's market) in the largest FMGG group of consumer goods in Denmark, Coop Danmark A/S, for developing Coop's business strategy in China's market. I mainly undertake the daily communication with different business partners, Coop's business development in China's market, evaluate the progress of projects, make the financial and sales report, for the director of Irma E-Commerce (China's market) and management board members of Coop. I am used to be driven by the challenges of business in dynamic and fast-moving market and environment and open-ended business problems, deliver the solutions and answers by visualizing data analytics, and I have been working in data-driven way with analytical mindset to support management of product database, improvement of sales growth, management of key accounts and strategic plan in short- and long- term.



I graduated my PhD in Applied Economics (with the research field in International Trade) from University of Copenhagen, I obtained my bachelor degree in Finance and master degree in Agricultural Economics from Nanjing Agricultural University in China. I have a solid education and skills in International Trade, Finance and Economics. My ambition is to make economic and financial research on companies for providing recommendations of business, and coordinate with the deal makers to execute implement business strategy and business deals.

My experience in advanced economic analysis, business consultancy and data analysis&visulization has enabled me to gain strong competences in analyzing business case, economic and financial analysis, data-driven problem-solving skills, economic and econometrical modeling, statistical programming, qualitative and quantitative methods, customer, field and market surveys, writing reports (consultant reports and articles) and presentation. In addition, my competence in service-minded approach, quick-learning skill, strong attention to detail, selling consultancy service for advanced projects guaranteed to deliver the high-quality and accurate work.

My experience in business consultancy provides me with the competences in establishing and leading teams, contact maintenance, interacting with various stakeholders and clients at different levels of the organization. I'm proactive, self-driven and quick on multiple tasks as a team player. In addition, I have demonstrated ability to work independently, and demonstrated interpersonal skill, team skills.

## **EDUCATION**

2014 Ph.D in Applied Economics (International Trade), University of Copenhagen, Denmark

2009 M.A. in Agricultural Economics, Nanjing Agricultural University, China

2007 B.A. in Finance, Nanjing Agricultural University, China

Membership of Elite Class (consisted of top 30 student out of the 3000 students in the same cohort selected according to freshmen' academic performance in mathematics and English).

## **WORKING EXPERIENCE**

### **2021 CFA 1 Exam (Scheduled)**

**2020-present Market Analyst – NLMK Europe Plate (Based in Copenhagen, Denmark)**  
**(NLMK group is one of the four largest steel companies in Russia, and it's the 21st-largest steel maker in the world. NLMK's share of domestic crude steel production is about 21%)**

- Make digital transformation for company's management, sales and operation
- Design the framework of economic and industrial research, construct data warehouse used for the research, make economic, industrial research and customized market strategy of steel plate demanded in the sector of wind On-and-Offshore and Energy, and make strategic recommendations to management board
- Analyze the relevant industrial reports and data (from S&P Global Platts, Oxford Economics, EUROFER, EUROCONSTRUCT, Euromonitor, Bloomberg, DNV-GL Energy Transition Outlook Report, and so on)
- Collect and administer one-source internal and external data warehouse (including the data from UN-Comtrade, CEPII, Globaldata, CRU and so on) for analyzing the demand drivers, market trend and competitors' performance
- Design questionnaire and make market survey on customers to investigate the customers' satisfaction on company's service and seek solution for improvements
- Work with different business&operational departments and make interviews on relevant staff for investigating the challenge and efficiency of operation to make the in-house strategy
- Coordinate with different departments to architect the structure of the enterprise data in SAP system and create the sample analysis for SAP HANA
- Construct the model of rolling forecasting and order tracking system, and visualize the forecasting analysis in the interactive dashboards
- Conduct, visualize and present the real-time sales, forecasting, market analysis and strategic reports for CEO and management board members to make strategic planning and decision
- Accompany with CEO to attend the weekly COO meeting and commercial meeting with sales team

### **2019-2019 External Business Consultant-International Food Corporation AS Denmark**

- Make the market investigation to evaluate the market potential
- Make in-house strategy and go-to-market strategy and recommendations
- Coordinate with the director to build the business model and write business proposal for establishing the new project

**2019-2019 Business Development (China's market)-Coop Danmark A/S Denmark**  
**(Coop Danmark is the largest FMCG group in Denmark, with a market share of 40% and 1.4 million members)**

- Prepare decision-making material (including sales reports, market reports, go-to-market strategy and recommendations) for decision-makers
- Identify and win new business opportunities
- Set up and attend important meetings with decision-makers
- Attend networking events for bringing in new business and build networks with potential clients
- Develop and build long-term professional customer relationships with existing, new and potential clients
- Negotiate rates and trading terms with customers

**2017-2018 Senior Consultant and Head of Operations of Irma E-Commerce (China's market) – Coop Danmark A/S      Denmark**

**(Coop Danmark is the largest FMCG group in Denmark, with a market share of 40% and 1.4 million members)**

As the representative of Coop Danmark A/S for China's market, I was invited by the leading business TV channel in China, China Business Network, to participate in one of their most influential TV shows called "Brain Storm" in Nov, 2018. See the link: <https://m.yicai.com/video/100053768.html>

- Construct framework of market research, including collecting online e-commerce market data for fast-moving consumer goods (FMCG), design questionnaire and conduct customer survey for new product selection, build data warehouse for market analysis on external data and administer internal database of product information
- Analyze financial data, competitors' performance, trend indicators and related industrial indicators to identify business risk and evaluate market potential
- Make market report, sales report, go-to-market strategy and recommendations for management boards and different stakeholders
- Develop cross-border business of Coop's high-end "Irma" in China's market
- Plan and evaluate the progress of projects
- Lead the team and coordinate with business partners
- Daily communication with business partners

**2015 -2017 Management Consultant to CEO – IFC Europe AS      Denmark**

- Plan and evaluate the progress of projects
- Collect the product, customer and market data
- Make sales report, market analysis, product strategy, commercial strategy and go-to-market strategy and report to the management board

**2015-2015 Assistant to President- Nordic-Chinese Chamber of Commerce      Denmark**

- Make the business report
- Coordinate to organize the meetings of business networking

**2009-2014 Ph.D fellow and Economic researcher - Department of Food and Resource Economics      University of Copenhagen      Denmark**

During my employment, I was working on 5 different sub-projects with emphasis on Chinese and EU's import and export to developing world countries:

- Are China's Exports Special? The Case of Ethiopia
- Have Imports from China Displaced Imports from the European Union into the East African Community?
- Gains from Import Variety: The Case of Ethiopia 1995-2009
- Tax Rates and Tax Evasion: New Evidence from CEPA (The Mainland and Hong Kong Closer Economic Partnership Arrangement)
- What Accounts for the Sophistication of China's Exports to Ethiopia?

**My work can be summarized as follows:**

- Initiate projects and make the plan
- Fastly learn sophisticated trade/economics models, construct new database and data warehouse maintenance
- Develop the advanced economics/econometrical model, implement the advanced econometrical estimation
- Collect and compile trade data of China's provincial and EU's exports at detailed product level (of HS Code) to different destinations
- Simulate trade and market patterns using world bank data and other trade databases (e.g UNCOMTRADE and CEPII-BACI)
- Conduct and evaluate market analysis
- Predict the market, trade development and welfare gain according to data and analysis
- Propose trade and market feedback and recommendations
- Make presentations for different stakeholders in the organizations of research and government

**2007-2009 Economic researcher, data analyst and project assistant for the project sponsored by Canadian Agricultural Department China**

The purpose of the project is to propose the strategy of improvement in the backyard poultry raising systems in order to reduce the avian influenza risk in the southeast area.

My tasks can be summarized as follows:

- Participate in the field survey and analyze the household data of poultry in China
- Data research, elaboration, analysis and discussion
- Discuss the data analysis with team members and revise results according to the feedback obtained from the discussion
- Make the economic assessment for the clients of consultancy service

**2006-2007 Economic researcher, data analyst, project planner and assistant for the project sponsored by United States Agricultural Department China**

The purpose is to understand Chinese consumers' attitude towards imported fruit and the cost of production in local Chinese farms and fruit processing factories in order to evaluate the competitiveness of US's exports of fruit in Chinese market.

My tasks can be summarized as follows:

- Lead, organize, and conduct the survey of fruit processing factories in Chongqing and Urumqi to understand suppliers' segmentation of production in China (the team consisted of 35 members)
- Train team members to conduct the market interview survey
- Data research, elaboration, analysis and discussion
- Statistical database management
- Make product strategy, go-to-market strategy and recommendation for the entrance of new products and expansion of existing products
- Write the business consulting reports

**2005-2007 Economic researcher, data analyst and project Assistant, National Social Science Foundation China**

The purpose is to provide the government with consulting advice on constructing public infrastructure to help rural immigrants to reside in the city

My tasks can be summarized as follows:

- Design one questionnaire for the survey about the living conditions of rural immigrants living
- Data research, elaboration, analysis and discussion

- Statistical database management
- Suggest policy solutions for Chinese government to reduce the cost for helping rural immigrants to reside in the city
- Present the work to team members and funding sponsors in the workshops

## **2005-2006 Researcher, data analyst and project manager, Nanjing Agricultural University China**

The purpose is to explore the factors that determine the residential decision of rural immigrants

My tasks can be summarized as follows:

- Lead, organize, and conduct market survey of rural immigrants in Nanjing to understand their living conditions (the team consisted of 5 members)
- Data research, elaboration, analysis and discussion
- Statistical database management
- Write the consulting reports

## **2005-2005 Sales, China Mobile      China**

## **LANGUAGES**

English: Fluent    Danish: limited working proficiency    Chinese: Mother Tongue

## **PROGRAMMING SKILLS of DATA ANALYSIS**

- Strong skill of data analysis and visualization: Tableau, PowerBI, EXCEL
- Strong skill of econometrical analysis: STATA
- Strong skill of data warehouse maintenance: SQL, Power Query, ACCESS
- Strong Microsoft Office skills: WORD, OUTLOOK, TEAM
- Strong skill of presentation: PowerPoint, Think-Cell, Efficient Elements

## **TEACHING EXPERIENCE**

- 2010-2012 fall semesters    Teaching Assistant, Graduate Courses in **Advanced International Trade**, Department of Food and Resource Economics, University of Copenhagen
- 2008 fall semester    Guest lecturer, Undergraduate Courses in **Microeconomics**, College of Economics and Management, Nanjing Agricultural University

## **SEMINAR AND CONFERENCE PRESENTATIONS**

- 2013    The 2013 CES (The Chinese Economists Society) Annual Conference, Chengdu
- 2012    8th Danish International Economics Workshop, Department of Economics and Business, Aarhus University    Denmark
- 2011    PhD Status Seminar, Department of Food and Resource Economics, University of Copenhagen    China

## **OTHER PROFESSIONAL EXPERIENCE**



- 2018 Represent Coop Danmark A/S to participate in the 1st CIIE (China International Import Expo) which was proposed and announced by Chinese President Xi Jinping Shanghai China
- 2015 Represent IFC Europe A/S to participate in the world's largest and most important food and beverage fair “Anuga” Cologne Germany
- 2012 Receive the Delegation of Chinese former President Hu Jintao for the People’s Republic of China in the Kingdom of Denmark Denmark
- 2011 13th Annual Conference of the ETSG (European Trade Study Group), Departments of Economics at Copenhagen Business School and University of Copenhagen Denmark
- 2011 8th Edition of the I.S.E.O Summer School, I.S.E.O Institute (Institute for Studies on Economics and Employment) Italy  
(3 of lecturers are nobel laureates, including Dale Mortensen, Michael Spence and Robert M. Solow)
- 2010 7th Economic Policies Research Unit (NIPE) Summer School, University of Minho Portugal
- 2007 Chair the conference (selected by the committee of conference), 3rd International Student Conference at Ibaraki University Japan
- 2005-2008 Recruit investigators, lead the team of fieldtrip, design the questionnaire, participated in the fieldtrips and work as interpreter for USDA and Canadian Agricultural Department China
- 2007 International Workshop in Econometrics and Finance Xiamen China

### **PROFESSIONAL ACTIVITIES AND MEMBERSHIPS**

Member of the Chinese Economists Society

Member of Association of Economic Research at Nanjing Agricultural University

Member of Association of Chinese Students and Scholars in Denmark

Member, Association of Chinese Experts in Denmark

### **INTERESTS**

Golf, Ski, Swim, Badminton, Singing, Chess and Travel