**Yimin Gu**

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**Experience**

**Senior Engagement Manager**

McKinsey& Company 2018.7- present

* Led the growth strategy design and implementation for a Fortune 500 company in Food category. Tripled its sales in pilot cities in 2022. Doubled the national sales meanwhile increased its profit per unit by 40% in 2023. Helped the company jumped from industry No.3 to No.1. (2022- present)
* Led the growth strategy study for a Fortune 500 MNC in food category. Designed its growth strategy and roadmap, including category opportunity scan, brand and product portfolio optimization, channel improvement etc. in 2024.
* Led the commercial excellence study for a leading chemical MNC, redesigned its value-based pricing mechanism, improved its channel and account management efficiency in 2022.
* Led the 1st sustainability client study of basic material practice, designed its decarbonization roadmap, developed the 1st decarbonization toolbox. Later, brought the know-how to another capex investment project in China to define its value proposition to green development and economic eco-system.
* Led the marketing& sales transformation for a regional leading company in basic material industry. Designed its market expansion strategy and brought it into implementation. Drove pricing and sales management excellence, S&OP improvement and deployed digital performance management system. Achieved 50% volume increase in 2021
* Drove the marketing& sales effectiveness and efficiency improvement for a Fortune 500 MNC in consumer industry. Identified the key drivers of customer decision in path-to-purchase journey and led the offline NC productivity improvement strategy. (2020)
* Led the marketing& sales transformation for a top 500 private manufacturing company in basic material industry. Redesigned its pricing mechanism and sales model, established its S&OP process that significantly improved its profitability and realized stable shipments in 2020.
* Led the end-to-end sales transformation for a leading company in oil& gas industry in China. Optimized its price management system, redefined its go-to-market strategy and led its sales excellence transformation. Achieved volume& profit increase by 100%- 150%. (2019-2020)
* Played the role of strategic PMO for a Fortune 500 company, led the conversations with leadership team in each subsidiary to identify business growth and productivity opportunities, assessed the financial impact of each initiative, prioritized and drove the initiatives to implementation. (2019)
* Co-led the design-to-value workstream to help client’s product redesign for a consumer electronics company in Taiwan, leveraging competitor benchmarking, customer insights, teardown workshops to optimize product features and improve/maintain consumers’ satisfaction level. (2018)

**Consumer Insights Senior Manager- Greater China, APAC (incl. PKS) and ANZ**

PepsiCo Asia R&D Center, Shanghai, China 2018.1- 2018.7

* Lead the team to provide deep insights and guidance to regional business teams, from fuzzy front-end market understanding& exploration, consumer behavior and segmentation, category white space and opportunities, product& brand value proposition, product development and optimization, portfolio maintenance and optimization etc.
* Stay on top of the trends by leveraging market intelligence tools, tracking global and domestic trends both offline and online, conducting Big Data Analysis, etc.
* Lead design thinking workshops to generate new ideas, screen initial concepts with potential consumers and identify potential directions, engage consumers during the innovation process, etc.
* Collaborate with global partners to understand the country cluster, drive the innovation efficiency by leveraging synergy of different markets.
* Prioritize resource allocation based on business size and impact on Annual Operation Plan and Strategic Business Plan.
* Won the 1st prize of GCR growth idea campaign in 2018

**Consumer Insights Senior Manager- Greater China**

PepsiCo Foods (China) Ltd., Shanghai, China 2011.1 – 2018.1

* Lead the team to closely work with cross functional teams, design and implement appropriate insights work including competitive analysis, market analysis, consumer trend and behaviors etc. to support both Snack and Food categories achieving business target. E.g. Lay’s Potato chips, Lay’s French fries, Lay’s Deep ridge, Quaker oats drink, Quaker granola, Doritos etc.
* Lead strategic insights projects to guide product portfolio setup/ optimization
* E.g. Led the research in early 2014 to define China’s flavor framework, estimate potential size for each bucket, identify white spaces, and understand the optimal SKU combination etc. It guided Lay’s and Doritos flavor portfolio setup since 2014. The new flavors launched from 2014 to 2017 had proved success
* Research in 2011 guided the oatmeal portfolio setup by identifying different consumer segments and also guided the in-market product optimization
* Stay on top of the trends to provide business insightful findings by leveraging market intelligence tools, tracking global trends, conducting Big Data Analysis on social media, etc.
* Lead co-creation studies with lead consumers to understand emerging trend in target groups, unmet needs and preferred directions for future concept development
* Collaborate with global partners on best practice sharing, provide leadership support to APAC and MEA team.
* Received PepsiCo Chairman Award in 2017

**Quaker Innovation project leader- China**

PepsiCo Foods (China) Ltd., Shanghai, China 2010.1- 2010.12

* Led the break-through innovation project for Quaker in 2010. Closely worked with cross-functional teams (Marketing, Insights, Procurement, Regulatory, Manufacturing) that successfully validated the new technology application in China, proved its business opportunities, completed concept validation, prototype development and OEM sourcing.

**Consumer Insights- Asia Region**

PepsiCo International, Bangkok, Thailand 2005.1 - 2008.10

* Lead both quantitative and qualitative consumer researches to support regional initiatives i.e. APAC, China& India. Closely partnered with both regional MKT and R&D teams on both concept and product initiatives to build deep insights into consumer behavior, shopping behavior, market segment and performance, competitive landscape, potential opportunities, brand and product value proposition, sales forecast and pricing, etc.
* Solid in all kinds of research design, statistical analysis and business implications conclusion
* Develop regional network of preferred suppliers and established cost matrix
* Received Excellence Award in 2007

**Education**

**BI Norwegian Business School 2017-2020**

* Master of Business Administration

**University of California, Berkeley 2019**

* Non-degree, Entrepreneurship and Innovation, Haas School of Business

**East China University of Science and Technology 2000-2004**

* B.S. Department of Biological Engineering, East China University of Science and Technology
* B.S. (Equivalent), Department of English, East China University of Science and Technology