TAEWAN YOON, CFA

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EDUCATION

COLUMBIA UNIVERSITY, Dual MBA & MS Program New York, NY
MBA, Finance and Tech Strategy 2024 – 2026
- *Leadership:* Co-President of AI Club — Scaled community 3× to 700+ members and established a strategic partnership network with Anthropic, Lovable, and 15+ startups, orchestrating 70+ events including NYC's largest student AI hackathon; Manus AI Fellow — built and grown enterprise agentic AI community, hosting live demo day, hackathon, and meetups in NYC

MS in Engineering and Applied Science (AI & Machine Learning), Columbia Engineering, GPA: 9.5/10.0
- *Speaker, MathWorks Finance Conference 2025:* Built end-to-end RAG pipeline that transforms academic research papers into a graph vector database to source and validate alpha-generating strategies; presented to 100+ academic and industry professionals
- Teaching Assistant for IEOR4511 Industry Projects in Analytics & Operations Research (Fall 2025)

YONSEI UNIVERSITY Seoul, Korea
Bachelor of Business Administration, Finance and Operations Research, GPA: 3.8/4.3 2010 – 2016
- *Military Service:* United States Forces Korea (2011 – 2013); Chief of Staff to US Army Provost Marshal, managing military police operations for 21,000-personnel army base; received "Best KATUSA Award" and "Military Police Achievement Medal"

EXPERIENCE

ANTHROPIC New York, NY
AI Strategy & Growth, Academic Pilot 2025 – Present
- Spearheaded 0→600+ growth in NYC Claude builder ecosystem by executing a segmented GTM strategy, driving adoption across technical (Voice AI hackathons) and non-technical (Claude Code for Investment Managers) audiences
- Designed and delivered Claude workshops to 250+ professionals, bridging AI capabilities to high-value enterprise use cases (e.g., Advanced Financial Modeling; From PRD to Prototype), accelerating Claude's adoption among MBA and EMBA cohorts

AMAZON (NASDAQ:AMZN) Seattle, WA
Senior Product Manager Intern, Devices and Services 2025
- Designed the 3-year "Think Big" strategy for Fire TV Ads by architecting an agentic AI orchestration layer to autonomously manage cross-platform ad campaigns, securing leadership approval and projecting $X.X billion net-new revenue in its first year
- Built the product vision and roadmap using a predictive ML model—trained on trailer engagement, demographics, and box office data—and an AI-driven attribution system to close measurement gaps, driving a projected 286% lift in conversions
- Led stakeholder discovery across 20+ teams including Sales, Product, and Engineering; synthesized insights to define AI-native Lifecycle Marketing Platform roadmap

COUPANG (NYSE:CPNG) Seoul, Korea / Taipei, Taiwan
Product Manager, Finance Platform and Engineering 2023 – 2024
- Spearheaded development of B2B settlement product for Taiwanese suppliers by defining roadmap integrating Kafka event streaming and Spark processing pipelines; automated contract processing and payment reconciliation, achieving +2.5% GMV
- Led development of enterprise revenue recognition system, orchestrating 100+ cross-functional stakeholders to identify and prioritize settlement backlog; resulted in recognizing 95% of the deferred revenue backlog spanning a 6-year period
- Facilitated a 96% reduction in data errors and +90% in month-end closing efficiency through Spark-powered validation pipelines for internal control system; bridged accounting and engineering requirements to enable real-time financial data processing

CONCAT INC. Seoul, Korea
AI-powered FinTech startup for insurance analytics and optimization – Exited 2017 – 2023
Co-founder / Head of Product & Analytics
- Co-founded and scaled an AI-native insurance optimization platform, validating product-market fit via extensive user research and leading pre-sale negotiations that resulted in strategic acquisition by a leading domestic insurance company
- Owned end-to-end product lifecycle for an AI-powered insurance analytics and automated claims solution, deploying Firebase-driven experiments to optimize a recommendation algorithm that achieved 2× higher conversion rates vs. competitors
- Directed the digital transformation strategy for a partner insurer, defining and executing a technical roadmap that drove a 300% increase in market valuation multiple prior to its successful IPO in November 2020
- Led R&D for NLP and predictive analytics, securing 3 government grants and achieving a global top-20 in Kaggle Competitions

TECH SKILLS & EXTRACURRICULAR ACTIVITIES

Technical Skills: Python, SQL, Google Cloud, Spark, Kafka, Airflow, Git, APIs, MCP; A/B Testing, Financial Modeling
Others: CFA Society mentor, member of street dance crews in Korea & USA, IKO certified kiteboarder, lifetime fan of Disney