

CHALLENGE THE NEVERS

SOME PROJECTS DURING MBA
YUSI CHEN

Present to the Global CEO
Mr. Feike Sijbesma with
the market expansion
strategy of its advanced
solar power materials in
India. @ DSM





Present to the Head of Marketing Cloud service with the propositions of AI, cloud and big data on improving talent management for Shell.
@ Google Zurich/London/Amsterdam



Present to the whole board with the refined corporate mission and vision, identified new product/market for strategic growth in the superyacht industry. @
Royal Feadship Company



We won the FinTech
Business Game with the
blockchain solution to
new payment ecosystem.
@ Nyenrode, Corporate
Finance Strategy week

Present to Regional Director of WeChat Go Europe with
the research findings about the mobile data privacy of
Chinese and European customers. @ KPN





"IT IS NOT THE STRONGEST OF THE SPECIES
THAT SURVIVES, NOR THE MOST INTELLIGENT,
BUT THE ONE MOST RESPONSIVE TO CHANGE"

CHARLES DARWIN

MANY
THANKS