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EXECUTIVE PROFILE

- GOAL**
- Executive role in **high-growth** platform in **technology, media** and **finance**
- LEADERSHIP STYLE**
- A **dynamic** leader with extensive **global experience** in both multi-national corporations and startups, I am:
 - A **strategic thinker** who can decompose complex business issues and formulate growth strategy to balance multiple constraints and competing priorities
 - An **inspiring leader** who can assemble and rally a troop by setting aspiring shared goals and leveraging everyone's potential to the fullest
 - An **effective relationship builder** who can form partnership by building rapport and aligning interest with people of diverse cultural and industrial backgrounds
- BACKGROUND**
- **CEO** of a preschool education startup that develops top-rated mobile apps, premium English education content and popular TV animation series for Chinese kids
 - **CFO** in two **Series B** TMT startups from **Yunfeng Capital** with successful exit
 - **Founder CEO** of a **fashion retail** big data startup that collects consumer body data
 - **8 years** of fast-tracked **finance executive** career in **GE** and **GE Capital**; **10 global rotations** from GE's two world-renowned leadership training programs
- ABILITIES**
- Domains of experience: **Technology, Media** and **Finance**
 - Functions of expertise: **General Management, Operation, BD** and **Finance**
 - Technical skills: Python, JavaScript, MySQL, CSS, PostgreSQL, Unix, Xcode
 - A **strategic** and **interdisciplinary** thinker who:
 - **Executes** with mission-driven conviction and **delivers** with result-driven dedication
 - **Leads** with empathy and **connects** with sincerity
 - **Learns** with voracity and **adapts** with agility
 - Languages: Fluent in **English**, Native in **Mandarin**

EDUCATION

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|-------------|--|-------------------|
| 2012 – 2013 | STANFORD UNIVERSITY GRADUATE SCHOOL OF BUSINESS
Master of Science (MS) in Management ("Sloan Fellow") | Stanford, CA, USA |
| 1995 – 1999 | NATIONAL UNIVERSITY OF SINGAPORE | Singapore |

EXPERIENCE

2017 – 2018 CENTURY INNOVATIVE TECHNOLOGY LIMITED Hong Kong
A preschool edutainment startup that develops top-rated Hello Bodhi English learning app, premium English learning content and popular Bodhi & Friends TV series on CCTV

CEO

- Reset strategic focus from entertainment to **online education** by eliminating 3 non-core divisions, cutting products from 14 to 3 and slashing base cost by 75%
- Launched **Hello Bodhi** (会英语的宝狄), a preschool English education app of more than 24 modules, 100 lessons and 160 mini-games that was featured on 360 Store
- Oversaw the successful marketing campaign of **KFC x Bodhi** in Dec 2017 where 2 million Bodhi picture books were sold through +4,000 KFC stores across China

2014 – 2017 LINKQLO INC Palo Alto, CA, USA
A fashion retail big data startup that develops innovative Body Match Score (“BMS”) algorithm to collect consumer body size data to find better fitting clothes

CEO & Founder

- Raised US\$1 million from angel investors, built and managed a global engineering team of 10 developers from 3 countries and a local marketing team in California of 3
- Developed an innovative **Body Match Score algorithm** (“BMS”) with the most complete body dataset of 14 measurements to match users of different body sizes
- Launched **Linkqlo** app (social network) and **Mirror Mirror** app (game) with image-based **AI neural network** to collect consumer body size data and style preferences
- Coded 12,000 lines for Mirror Mirror’s iOS client using JavaScript-based **React Native** framework and managed end-to-end app shipping process in **Xcode**

2010 – 2012 IMPRESSION WONDERS ARTS DEVELOPMENT COMPANY Beijing, China
China’s most successful art performance company, founded by Zhang Yimou with RMB 1.4 billion ticket sales from 6 top-rated shows that was later sold to Sanxiang (SZ: 000863)

CFO

- Formulated **A-share IPO strategy** with a two-year time table and roadmap, and removed barrier to domestic listing by dismantling the legacy offshore VIE structure
- Installed disciplined and robust **cash flow management** processes that supported rapid growth to 4.5 million annual visitors and RMB 1.4 billion ticket sales
- **Optimized capital structure** by devising and executing a successful US\$10 million share repurchase program that led to 3-fold increase of return on assets
- Formed **JV partnership** with Zhoushan government to secure total investment of RMB 200 million for “Impression · Putuo” that became a top attraction on Putuo Island

2008 – 2009 BEIJING UMESSAGE TECHNOLOGY LIMITED

Beijing, China

China's then largest life style mobile service provider that operated China Mobile's nation-wide "12580" service with RMB 500 million revenue and later sold to Goldtech Investment

CFO, VP of Finance

- Managed the successful **Series B funding** that brought in three top VC firms: CDH, Northern Light and CBC Fund with RMB 250 million investment
- Built a sustainable and agile **financial infrastructure** that supported explosive business growth from zero to 100+ million users in 334 cities and RMB 500 million revenue
- Designed and launched a comprehensive **performance-appraisal** system with sales incentive scheme and KPI allocation for 1,500 employees in 12 departments
- Devised Employee Share Ownership Program (**ESOP**) and executed it with 50+ key employees to kick start the effort of building a highly motivated team with shared goal

2004 – 2007 GE CAPITAL, HEALTHCARE FINANCIAL SERVICES, HPSC

Boston, MA, USA

HPSC was a newly acquired high-growth healthcare equipment financing provider with US\$1.5 billion in assets and 15% return on equity

VP of Finance (2005 – 2007), Finance Manager for Planning and Analysis (2004 – 2005)

- Instilled GE's **result-oriented culture** by establishing world-class financial processes in planning and analysis to promote unyielding integrity, accountability and inclusiveness
- Collaborated with sales team to launch **a new refinance product** that Increased new business margin by 12% and led to additional US\$2 million net income
- Adopted **segmentation-based pricing strategy** to achieve additional US\$2 million income and lower user acquisition cost by 20%
- Spearheaded a **cost-cutting initiative** and convinced 15 department heads to reduce their operating costs by 5~15%, resulting in US\$1 million savings

1999 – 2003 GENERAL ELECTRIC, LEADERSHIP DEVELOPMENT PROGRAM, FMP & CAS

Global

CAS is GE's global leadership program with 350 corporate auditors from 50+ countries

FMP is GE's two-year finance management trainee program with 100+ years of history

Corporate Auditor (2002 – 2003), Financial Analyst (1999 – 2001)

- Led the development of an **online system to issue letter of credit** for GE Asia, which later became GE's global portal processing applications of US \$10 billion per year
- Developed financial model and pricing plan in a taskforce team that created one of the first **online marketplaces to sell insurance** and received US\$2 million funding from HQ
- Identified and corrected operational issues totaling US\$16 million net income by **performing financial reviews** on 14 GE divisions in 11 industries and 8 countries

OTHER

2010 – Now **WU ZUOREN INTERNATIONAL FOUNDATION OF FINE ARTS** **Beijing, China**
China's largest and most influential private art foundation that advances contemporary art development, art education, and art exchange between China and the world

Advisor

- Negotiated a lucrative **licensing partnership** with China Minsheng Bank and Shanghai Government to convert French Pavilion of 2010 Shanghai Expo into an art museum
- Organized “2010 Beijing Global Forum of Art Foundations” which received 50+ representatives from leading international art foundations and 300+ art practitioners

2010 – 2012 **BEIJING GALAXY IDEA TECHNOLOGY LIMITED** **Beijing, China**
One of China's earliest app development studios developing location-based life style apps that was backed by Xu Xiaoping and later sold to Renren Inc (NYSE: RENN)

Co-Founder & Chairman